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CONSUMER BUYING PRACTICES FOR SELECTED FRESH FRUITS,  
CANNED AND FROZEN JUICES, AND DRIED FRUITS,  
RELATED TO FAMILY CHARACTERISTICS, REGION,  
AND CITY SIZE

OCTOBER 1949-MARCH 1950

United States Department of Agriculture  
Bureau of Agricultural Economics  
and  
Fruit and Vegetable Branch  
Production and Marketing Administration

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## FOREWORD

This report summarizes data on household consumer purchases of selected fresh fruits, canned and frozen juices, and dried fruits during the 6-month period, October 1949 through March 1950. The data are developed from those presented in a current series of monthly reports entitled, "Consumer Purchases of Selected Fresh Fruits, Canned and Frozen Juices, and Dried Fruits," and quarterly reports entitled, "Regional Distribution and Types of Stores Where Consumers Buy Selected Fresh Fruits, Canned and Frozen Juices, and Dried Fruits." This publication provides additional information on buying practices of families related to geographic region and size of city in which they live, family income, family size and ages of children, age of housewife, and occupation and education of family head.

The data in this report on "average volume of purchases per buying family" are calculated by dividing total purchases of each product during the 6-month period by the total number of families making purchases at any time during the period. Thus, they differ from the data given in the monthly and quarterly reports on volume of purchases which represent total purchases by all families.

The States included in each of the geographic regions and the distribution of population between regions are shown in figure 1.

In the classification for "size of community" the total populations of metropolitan areas were used rather than populations within corporate city limits.

The "family income" classification was based on a division of family incomes into four quartiles in each community size within regions. For example, in the North Central region all farm families were divided into four groups of equal size, based upon a ranking of incomes. Similarly, all families in cities of under 10,000 population in the region were divided in four groups. In turn, the families in each of the other city size classifications in the region were divided into four groups. All of the families in the highest income quartiles were then combined to form the "upper income group." Those in the next highest quartile formed the "upper middle income group," and so on.

In the classification of data according to "presence of children" families were recorded more than once if they had children falling within more than one age group. Thus, a family having children in 3 different age groups was tabulated with each of the three groups.

All data are collected from a representative national sample of household consumers. This publication, like the monthly and quarterly reports, is issued as a part of a program financed cooperatively by participating fruit industry groups and the U.S. Department of Agriculture. The funds used by the U.S. Department of Agriculture were provided under the Research and Marketing Act of 1946.

The report is based on data collected by the Industrial Surveys Company, Inc., under contract with the U.S. Department of Agriculture.

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SUMMARY

About one-half of the families in the Northeast region bought frozen concentrated orange juice at least once during the 6-month period from October 1949 through March 1950. In this region, which ranked highest of the five, the average buying family made eight purchases during this period, totaling 17.6 six-ounce cans. Families in the larger cities and upper income groups bought considerably more frozen concentrated orange juice than those in smaller cities and rural areas and lower income groups.

The Northeast and Pacific regions were generally higher than other regions in the percentage of families buying canned single strength juices. The frequency of purchase and average volume of purchases per buying family were highest in the Northeast.

A larger proportion of city families bought canned juices than those in rural areas and the average volume of purchases was also higher for city families. There were greater differences between large-city families and farm families in purchases of tomato juice, pineapple juice, and prune juice than for canned citrus juices.

The proportion of families in the higher income groups buying canned juices and the average volume of purchases per buying family were somewhat higher than for those in the lower income groups. These differences between income groups in buying of canned juices, however, were not as pronounced as for frozen concentrated juices.

Almost 90 percent of all U.S. households made purchases of fresh citrus fruit during the 6-month period; over 80 percent bought oranges, and almost 60 percent purchased grapefruit. A larger proportion of the householders in the Northeast (86 percent) purchased fresh oranges than in any other region. The average volume of their purchases also exceeded those of other regions. Frequency of purchase and average volume of purchases per buying family were greater in the larger cities. Families in cities over 500,000 population purchased almost twice as many oranges as those on farms.

The percentage of families buying lemons did not vary greatly between regions. The average volume of purchases ranged from 2.4 dozens per buying family in the South to 1.3 dozens in the North Central region.

During the 6-month period, nearly three-fourths of all families made one or more purchases of dried fruits. Nearly one-half of the families purchased raisins, about two-fifths purchased dried prunes, and over one-fourth purchased dates. There was relatively little variation between geographic regions in the proportion of families purchasing most dried fruits. The average volume of purchases of all dried fruits per buying family, however, ranged from 8.2 pounds in the Pacific region to 5.9 pounds in the South and North Central regions. A smaller proportion of farm families bought dried fruits than city families. On the other hand, farm families purchased larger quantities of raisins, dried peaches, and dried apples per buying family than did those in cities.

A larger percentage of families in the upper income groups purchased dried fruits during the period than did families in the lower income groups. Moreover, the average volume of purchases per buying family in the highest income group was slightly larger than for families in the middle or lower income groups. A larger percentage of families in which the housewife was 45 years or older purchased all dried fruits, except raisins, than those in which the housewife was under 45 years.

## FROZEN CONCENTRATED JUICES

### Geographic Region

About one family out of three bought frozen concentrated orange juice during the 6-month period from October 1949 through March 1950. The proportion of families buying varied from one out of two in the Northeast to one out of eight in the South and Mountain and Southwest. In the Pacific and North Central regions, about one out of four families purchased frozen concentrated orange juice at least once during the 6-month period (table 1).

The frequency of purchase was highest in those regions in which the largest percentage of families was buying. The average family in the Northeast purchased frozen concentrated orange juice slightly over 8 times during the period and families in the North Central region made an average of 6 purchases. Families in the Pacific region averaged less than 5 purchases (table 2).

The average volume of purchases per buying family was highest in the Northeast, amounting to 17 six-ounce cans during the 6-month period. In comparison, families in the North Central and Mountain and Southwest regions bought about 11 cans, while those in the South and Pacific regions bought approximately 9 cans (table 3).

Household consumers in the United States as a whole paid an average of 25.8 cents per 6-ounce can for frozen concentrated orange juice during the 6-month period ending March 1950. Householders in the Northeast paid an average of 25.5 cents per 6-ounce can, compared with an average of 27.2 cents in the Southern region, the lowest in percentage of families buying (table 4).

### Size of Community

More families in cities of over 10,000 population bought frozen concentrated orange juice, bought more frequently, and in greater quantities during the 6-month period ending March 1950 than families in smaller cities and on farms. About one-half of the families in cities of over 500,000 population made at least one purchase during the period. In contrast, only 1 out of 12 farm families bought the product. In cities with populations between 10,000 and 500,000, almost one-third of the families bought sometime during the period.

### Family Income

Approximately 39 percent of the families in the highest income group purchased frozen concentrated orange juice during the 6-month period -- more than double the percentage for the lowest income group. The average volume of purchases per buying family also was approximately twice as high for families in the highest income group as for those in

the lowest income group. Although families in the upper income group purchased more frequently than those in the lower income group, the difference between the two was not as great as the variation in average volume of purchases.

#### Presence of Children

Families with no children or families with children over 12 years of age bought less frozen concentrated orange juice than families with younger children. The number of purchases per buying family followed the same pattern. Families with children of ages 6 through 12 purchased about 17 six-ounce cans during the period, while families with either older or younger children purchased about 15 cans, and families with no children bought about 10 cans.

#### CANNED JUICES

Canned tomato juice was purchased by a larger percentage of families than any other canned single strength juice during the 6-month period October 1949-March 1950. About 44 percent of all U. S. families bought tomato juice, compared with orange juice, 42 percent; pineapple juice, 39 percent; grapefruit juice, 30 percent; and blended orange-grapefruit juice, 22 percent (table 6).

The average frequency of purchases among buying families also was highest for tomato juice during the 6-month period (table 7). The average volume of purchases per buying family, however, was highest for orange juice -- 5.8 cans (equivalent 46-ounce), compared with 5.4 cans of tomato juice, 4.1 cans of grapefruit juice, 3.6 cans of pineapple juice, and 3.3 cans of orange-grapefruit blended juice (table 8).

#### Geographic Region

Variations in proportions of families buying did not follow a consistent pattern for all canned juices; the Northeast and Pacific were generally higher than the other regions. The average number of purchases per buying family during the 6-month period was highest in the Northeast region for all of the more important juices. In general, the average volume of purchases per buying family also was highest in the Northeast. Householders in the Northeast and Pacific regions paid the lowest average prices for pineapple juice; tomato juice, and prune juice, while orange juice prices were lowest in the North Central region (table 9).

The proportion of families buying canned single strength orange juice varied only slightly -- from 45 percent in the South to 39 percent in the Pacific region. The average frequency of purchases per buying family was highest in the Northeast. Average volume of purchases per buying family during the period was 6.7 cans (equivalent 46-ounce) in the Northeast and 6.5 cans in the North Central, but less than 5 cans in the South and Pacific regions.



More than 40 percent of the families in the Pacific region bought canned grapefruit juice, but only 27 to 33 percent in all other regions made purchases during the 6-month period.

About 50 percent of the families in the Northeast and Pacific regions bought canned pineapple juice, compared with about 30 percent in the South and North Central regions. Householders in the Northeast and Pacific regions paid an average of 3 to 4 cents less per 46-ounce can than did those in the other regions. Both the average frequency of purchases and average volume of purchases per buying family in the Northeast were considerably above the levels in other areas.

The proportion of families buying canned tomato juice and also the average volume of purchases per buying family were considerably greater in the Northeast and Pacific regions than in the North Central and South.

Household purchases of prune juice were heaviest in the Northeast region. About 26 percent of the families in the Northeast made purchases during the 6-month period, contrasted with from 10 to 16 percent in the other regions. The average volume of purchases per buying family also was highest in the Northeast.

#### Size of Community

In general, families in larger cities bought more canned juices than those in smaller cities and on farms. The percentage of families buying and the volume of purchases per buying family also were higher in the larger city categories. The frequency of purchase among buying families in the larger cities was greater than among those living in rural areas for all of the canned juices.

A smaller percentage of farm families made purchases of canned single strength orange juice than did those in cities -- 36 percent, compared with over 40 percent of families in all of the city categories. However, this difference between farm and city areas in proportion of families buying orange juice was less than for other canned juices. Families living in cities of under 10,000 population were relatively heavy purchasers of canned orange juice. Over 46 percent of these families made purchases, averaging 6.2 cans (equivalent 46-ounce) per buying family over the 6-month period.

About 21 percent of farm families purchased canned single strength grapefruit juice, while 34 percent of the families living in cities over 100,000 population made at least one purchase during the 6-month period. Frequency of purchase and volume of purchases per buying family also were considerably higher among large-city families. For canned orange-grapefruit blend differences between farm and city families were similar to those noted for grapefruit juice, although a smaller percentage of all families bought blended juice and the average volume of purchases per buying family also was lower.

Percentage of families buying canned pineapple juice and average volume of purchases per buying family were lowest for farm families and highest for families in larger cities. The percentage of families buying pineapple juice ranged from 21.6 for farm families to 54.5 for families in cities of over 500,000 population. The volume of purchases per buying family was 2.4 cans (equivalent 46-ounce) among farm families and 4.5 cans for families in the largest cities.

The percentage of families buying canned tomato juice ranged from 21 for families on farms to 61 for families in cities of over 500,000 population. While families in cities of over 100,000 population purchased most frequently during the 6-month period, the average volume of purchases per buying family was only slightly larger for these families than for those in smaller cities or on farms.

Prune juice purchases were heaviest in the larger cities. About 27 percent of families living in cities of over 500,000 population bought prune juice, compared with only 7 percent of farm families. The average volume of purchases per buying family ranged from 3.8 bottles (equivalent 32-ounce) for farm families to 5.9 bottles for families living in the larger cities.

#### Family Income

High income families purchased larger volumes of most canned juices than did those in the lower income groups. The percentages of families buying each of the canned juices also were larger in the higher income groups. However, these differences in percentage of families buying and average volume of purchases per buying family were substantially less for canned juices than those noted for frozen concentrated juices.

There was a smaller difference between income groups in percentage of families buying canned orange juice than for other canned juices, ranging from 41 percent in the lower income group to 45 percent in the upper income group. The percentage of families buying canned tomato juice ranged from 37 for the lowest income group to 51 for the highest and, similarly, from 32 to 44 for pineapple juice.

The average volume of purchases of canned orange juice per buying family was about 50 percent higher in the highest income group than in the lowest income group -- 6.8 cans (equivalent 46-ounce), compared with 4.3 cans. Average volume of purchases of canned tomato juice varied from 6.3 cans (equivalent 46-ounce) in the highest income group to 4.8 cans in the lowest income group. Average volume of purchases of canned grapefruit juice, however, was largest for families in the lowest income group.

## FRESH CITRUS FRUIT

During the 6-month period, October 1949 through March 1950, over 80 percent of all families purchased fresh oranges. California oranges were purchased by 54 percent of the families and Florida oranges by 48 percent. Grapefruit were purchased by almost 60 percent of all families, lemons by slightly over 50 percent, and tangerines by 31 percent. Almost 90 percent of all U. S. households purchased some fresh citrus fruit during the 6-month period (table 11).

Those families buying oranges made an average of 9.5 purchases. The volume of these purchases averaged almost 10 dozens per buying family. Families buying grapefruit made an average of almost 7 purchases, totaling 2.5 dozens during the period. Families buying lemons made an average of 4.3 purchases, totaling almost 2 dozens (tables 12 and 13).

### Geographic Region

The percentages of all families buying some citrus fruit during the 6-month period ranged from 93 in the Northeast and 91 in the North Central region to 82 in the South.

A larger proportion of the householders in the Northeast (86 percent) purchased fresh oranges than in any other region. These purchasers bought oranges more times than did those in any other region. The volume of their purchases exceeded those of other regions, averaging a little over 12 dozens during the 6-month period. A larger proportion of the families in the Northeast purchased Florida oranges than purchased California oranges. In the North Central region, which ranked second in proportion of families buying oranges, more families bought California oranges than Florida oranges.

Over 60 percent of the families in the North Central and Northeast regions bought grapefruit during the 6-month period. In the Northeast, an average of 8 purchases was made per buying family, while an average of about 6 purchases per family was made in each of the other regions. The average volume of purchases per buying family did not vary greatly between regions. Prices paid by householders for grapefruit were higher in the South and Northeast than in the other regions. The lowest prices paid were in the Pacific region.

There was less variation in the proportion of families buying lemons in the various regions than any other fresh citrus fruit. The percentage of families buying was highest in the Pacific region, where almost 60 percent bought lemons during the 6-month period, and lowest in the North Central region, where slightly less than half of the families purchased lemons. The volume of purchases per buying family ranged from a high of 2.4 dozens in the South to 1.3 dozens in the North Central region.



### Size of Community

Over 90 percent of the families in cities of over 10,000 population purchased some fresh citrus fruit during the 6-month period ending March 1950. The frequency of purchase was highest in cities of over 500,000 population. There also was a direct relationship between the size of city, number of purchases, and average volume of purchases per buying family.

More than 85 percent of the families living in cities of over 10,000 population purchased fresh oranges during the 6-month period, compared with only 75 percent of the families on farms. The number of purchases per buying family ranged from an average of 6 purchases per farm family to slightly over 12 purchases per family in cities of over 500,000 population. The volume of purchases per buying family also was largest in cities of over 500,000 population, averaging 12.3 dozens.

A larger proportion of families living in cities of over 10,000 population purchased fresh grapefruit during the 6-month period than did those in smaller cities or on farms. The average volume of purchases by these families also was higher and they made a larger number of purchases during the period. Prices paid for grapefruit by families in the larger cities, however, were considerably higher than those paid by those families on farms and in smaller cities.

Over 60 percent of the families in cities of over 100,000 population purchased lemons during the 6-month period, while in cities under 10,000 population and on farms, less than 50 percent of the families purchased lemons. However, farm families purchased a slightly larger volume of lemons than did any other group of families, averaging over 2 dozens per buying family during the 6-month period.

### Family Income

Over 90 percent of the families in the upper and upper middle income groups purchased some fresh citrus fruit during the 6-month period, October 1949 through March 1950, compared with slightly less than 90 percent of the families in the lower middle income group, and 84 percent of those in the lowest income group. There was relatively little difference in the frequency with which families in the three highest income groups made purchases of fresh citrus fruit; the frequency was considerably lower, however, for families in the lowest income group.

The percentage of families who purchased fresh oranges during the 6-month period ranged from over 85 percent for those in the two highest income groups to 77 percent for those in the lowest income group. The variation between income groups was slightly greater for California oranges than for Florida oranges. Buying families in the upper income groups made more purchases of oranges, on the average, during the period than did those in the lowest income group, although the largest number of purchases was made by families in the lower middle income group. The



average volume of purchases per buying family during the period, however, was largest for families in the highest income group. These families purchased an average of 11.3 dozens, compared with purchases of slightly over 8 dozens by families in the lowest income group.

Larger percentages of families in the higher income groups bought fresh grapefruit during the 6-month period than did those in the lower income groups. The average volume of purchases per buying family was larger for those in the highest income group than for those in any other income group. However, families in the lower middle income group, on the average, made the largest number of purchases during the period.

Although a smaller percentage of families in the lowest income group bought lemons during the 6-month period than did those in the higher income groups, the average volume of purchases by these families in the lowest income group was the largest. Families in the highest income group had the lowest average volume of purchases.

#### Presence of Children

Those families with children 12 years and under had the largest average volume of orange purchases per buying family, and a larger proportion of these families bought oranges than did those with no children or with children 13 years and over.

### DRIED FRUITS

During the 6-month period October 1949 through March 1950 nearly three-fourths of all U. S. families made one or more purchases of dried fruits. On the average, these families made approximately five purchases of dried fruit during the period. Nearly one-half of all families purchased raisins, about two-fifths purchased prunes, and over one-fourth purchased dates. Raisins and dried prunes were each purchased an average of 2.7 times per buying family, compared with approximately 2 times for most of the other dried fruits.

During the 6-month period the average buying family purchased 4 pounds of dried prunes, 3.6 pounds of raisins, and approximately 2 pounds each of dates, mixed dried fruits, and dried peaches.

#### Geographic Region

There was relatively little variation between geographic regions in the percentage of families purchasing most of the dried fruits. For all of the dried fruits, except dried peaches and dried apples, a smaller percentage of families in the South made purchases than did those in other regions (table 16).

The frequency with which dried fruits were purchased was highest in the Northeast, where buying families made an average of 6 purchases during the 6-month period. By comparison, families in the South, North Central,

and Pacific regions made an average of about 5 purchases (table 17). The volume of purchases per buying family, however, was not necessarily related to the frequency of purchase, since average volume of purchases was highest (8.2 pounds per buying family) in the Pacific region and lowest (5.9 pounds) in the South and North Central regions. Average volume of purchases per buying family was highest for raisins and dates in the Pacific region. Purchases of dried prunes, however, were highest in the Northeast and Pacific regions, while purchases of dried figs, dried peaches, dried apricots, and dried apples were heaviest per buying family in the Mountain and Southwest region (table 18).

There was less variation during the 6-month period in prices paid by householders for dried fruits than in the percentage of families who made purchases or in the volume of purchases. As might be expected, prices of dried fruits were generally lowest in the Pacific region; they were highest in the North Central and Southern regions. However, prices paid for dried apricots and dried apples averaged higher in the Pacific region than elsewhere (table 19).

#### Size of Community

During the 6-month period, dried fruits were purchased by a smaller proportion of families living on farms than by those living in cities. Of the nonfarm families, a smaller percentage of those living in cities of 100,000 to 500,000 population purchased dried fruits than did those in cities of any other size; these families, however, made purchases more frequently and they had the largest average volume of purchases per buying family. These relationships, however, were not consistent for all dried fruits. Raisins were purchased with highest frequency (2.9 times) by families living on farms and those in cities of 100,000 to 500,000 population. Dried prunes, on the other hand, were purchased most frequently (3.0 times) by families living in cities of 10,000 to 100,000 population.

Farm families, on the average, purchased more raisins, dried peaches, and dried apples per buying family during the 6-month period than did families living in cities. Buying families living in towns or cities of 10,000 to 100,000 population purchased the largest quantities of dried prunes and mixed dried fruits.

Families living in cities of over 500,000 population paid, on the average, the lowest prices for most dried fruits, including raisins, dried prunes, mixed dried fruits, and dates. The lowest average prices for dried figs, dried apricots, and dried peaches, on the other hand, were paid by families living on farms.

#### Family Income

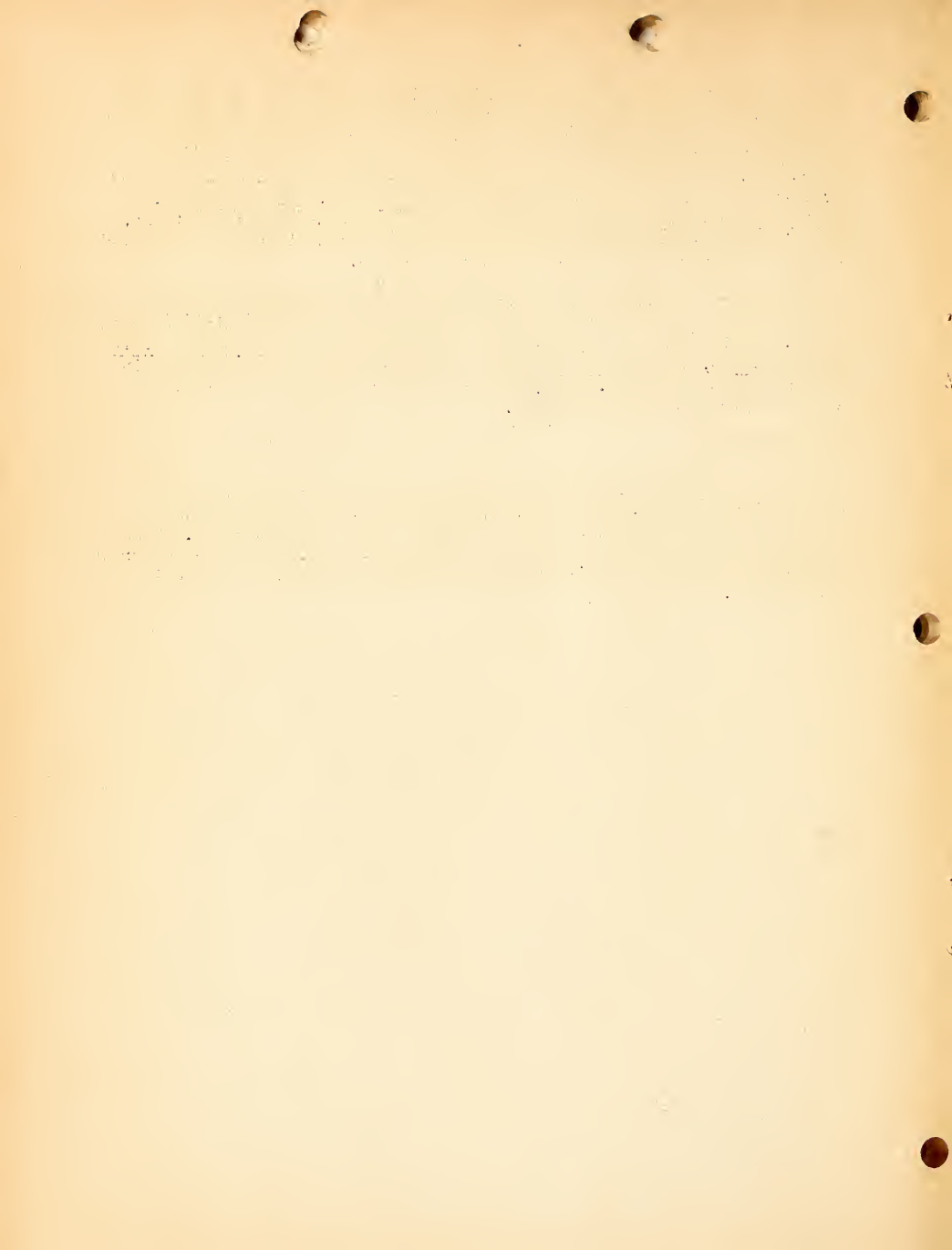
A larger percentage of families in the highest income group purchased dried fruits during the 6 months than did those in the lower income groups. Moreover, the average volume of purchases per buying family in the upper income group was slightly higher than for families in the middle or lower income groups.

Approximately 48 percent of the families in the upper and two middle income groups purchased raisins during the 6-month period, compared with 42 percent in the lowest income group. In the case of dried prunes, 46 percent of the families in the upper income group made purchases, compared with approximately 40 percent in the middle income groups, and 36 percent in the lowest income group. Dried figs, dried apricots, dried peaches, mixed dried fruits, and dates showed a similar pattern, with the larger percentages of families in the highest income groups and smaller percentages in the lowest income groups.

Average volume of purchases per buying family for dried figs, dried apricots, and dates was greatest for those families in the highest income group. On the other hand, purchases of dried prunes, mixed dried fruit, dried peaches, and dried apples were generally largest for families in the lowest income group. Raisin purchases were greatest for families in the upper middle income group.

#### Age of Housewife

A larger percentage of families in which the housewife was 45 years or over purchased all dried fruits, except raisins, during the 6-month period than did those in which the housewife was under 45 years. These families purchased dried fruits most frequently and they purchased larger quantities per buying family than did families in which the housewife was younger.



# REGIONS AND POPULATION DISTRIBUTION FOR NATIONAL CONSUMER PANEL

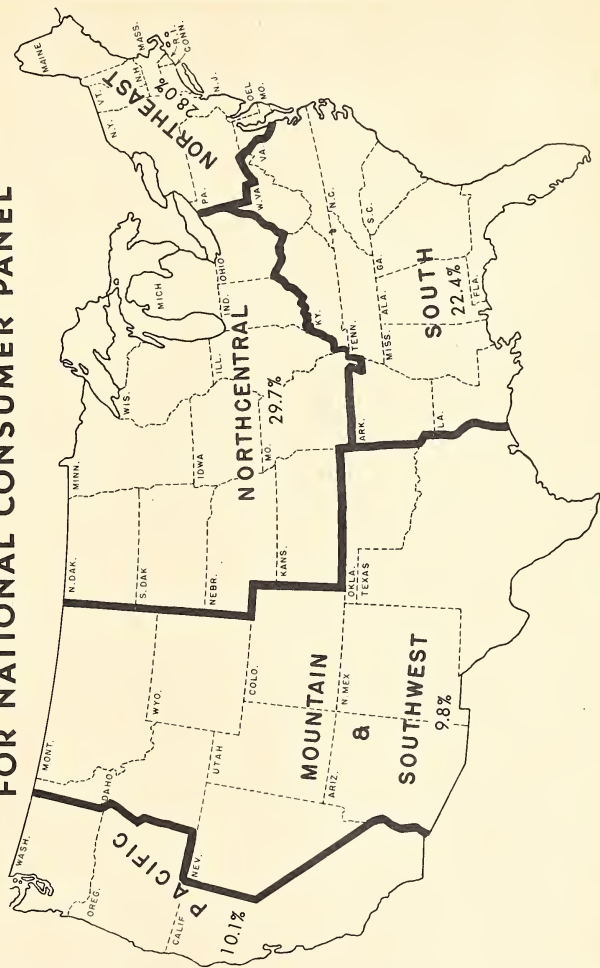






Table 1.--Frozen concentrated juices: Percentages of all families buying, by family characteristics and place of residence, October 1949-March 1950

Item	Orange		All frozen concentrates		Item	Orange		All frozen concentrates	
	Percent	Percent	Percent	Percent		Percent	Percent	Percent	Percent
United States	28.1	5.4	29.0		Family income	38.9	8.8	39.7	
Geographic region-					Upper	31.2	5.8	31.8	
Northeast	45.6	8.2	46.6		Lower middle	25.3	3.9	26.3	
South	12.5	9.9	12.8		Lower	17.6	3.4	18.3	
North Central	27.3	6.4	28.3		Occupation of family head				
Mountain and Southwest	14.7	5.3	16.1		Executive, professional	47.1	11.0	48.1	
Pacific	24.5	4.0	24.8		Clerical, sales, service	36.4	5.9	36.9	
Size of community					Craftsman, laborer	25.7	4.8	26.7	
Farm	8.1	1.3	8.4		Farmer	6.9	1.4	7.3	
City (Population)					Unclassified	20.0	3.8	20.9	
Under 10,000	22.2	4.3	23.2		Education of family head				
10,000-99,999	31.0	6.5	31.9		Grammar school	18.5	3.2	19.3	
100,000-499,999	28.6	7.4	29.7		Some high school	33.4	6.0	34.2	
500,000 and over	47.0	8.3	47.9		Some college	43.1	10.0	44.0	
Size of family									
1 and 2 members	25.7	4.5	26.7		Age of housewife				
3 members	30.5	5.0	31.3		Under 35 years	32.6	6.0	33.4	
4 and 5 members	32.6	6.8	33.1		35-44 years	31.4	7.4	32.3	
6 and over	15.4	4.4	16.8		45 years and over	24.6	4.1	25.3	
Presence of children									
No children	25.9	4.4	26.8						
Under 6 years	31.2	6.5	32.4						
6-12 years	29.4	7.0	30.3						
13-20 years	23.8	5.1	24.1						

Table 2.--Frozen concentrated juices: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950

Item	: Orange :		: All frozen :		Item	: Orange :		: All frozen :	
	Number	Grape Number	concentrates Number	Number		Number	Grape Number	concentrates Number	Number
United States	6.9	3.0	7.5		Family income	8.0	2.9	8.8	
Geographic regions:					Upper	6.5	3.3	7.3	
Northeast	8.3	3.0	8.9		Upper middle	6.4	3.2	6.8	
South	5.2	1.9	5.4		Lower	5.9	2.2	6.3	
North Central	6.0	2.9	6.7						
Mountain and Southwest	5.8	3.9	6.9		Occupation of family head				
Pacific	4.8	1.7	5.1		Executive, professional	8.5	3.3	9.6	
Size of community					Clerical, sales, service	6.3	2.3	6.8	
Farm	3.5	2.4	3.9		Craftsman, laborer	6.4	3.1	6.9	
City (Population)					Farmer	3.6	2.8	4.0	
Under 10,000	5.1	3.1	5.7		Unclassified	7.0	3.2	7.6	
10,000-99,999	6.5	2.7	7.1						
100,000-499,999	8.1	2.9	8.9		Education of family head				
500,000 and over	8.0	3.1	8.7		Grammar school	6.2	2.9	6.6	
Size of family					Some high school	6.4	2.8	7.0	
1 and 2 members	5.5	2.4	5.9		Some college	8.3	3.2	9.3	
3 members	7.4	2.4	7.8						
4 and 5 members	7.3	3.2	8.1		Age of housewife				
6 and over	8.2	4.6	9.0		Under 35 years	6.8	2.6	7.4	
Presence of children					35-44 years	7.7	3.8	8.6	
No children	5.9	2.4	6.3		45 years and over	6.4	2.3	6.7	
Under 6 years	7.3	3.5	8.0						
6-12 years	8.0	3.2	8.8						
13-20 years	7.5	3.9	8.5						



Table 3.--Frozen concentrated juices: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950

Item	Orange		Grape		All frozen concentrates		Item	Orange		Grape		All frozen concentrates	
	6-ounce cans	6-ounce cans	6-ounce cans	6-ounce cans	6-ounce cans	6-ounce cans		6-ounce cans	6-ounce cans	6-ounce cans	6-ounce cans	6-ounce cans	6-ounce cans
United States	13.4		4.3		14.3		Family income						
Geographic region							Upper	17.1		4.3		18.1	
Northeast	17.1		4.3		17.9		Upper middle	12.8		4.9		13.9	
South	9.0		2.8		9.2		Lower middle	11.7		4.1		12.2	
South Central	10.7		3.8		11.5		Lower	9.4		3.2		9.8	
Mountain and Southwest	11.1		7.5		13.2								
Pacific	8.7		2.1		9.2		Occupation of family head						
Size of community							Executive, professional	17.5		4.7		19.0	
Farm	6.4		3.6		7.0		Clerical, sales, service	11.7		2.8		12.2	
City (Population)							Craftsman, laborer	12.6		4.5		13.2	
Under 10,000	9.8		4.9		10.7		Farmer	6.2		4.1		6.8	
10,000-99,999	11.3		3.4		12.2		Unclassified	12.6		4.7		13.4	
100,000-499,999	17.1		4.1		17.9								
500,000 and over	15.8		4.3		16.6		Education of family head						
Size of family							Grammar school	11.1		4.1		11.5	
1 and 2 members	9.4		3.4		10.0		Some high school	12.8		4.1		13.4	
3 members	12.6		3.0		13.0		Some college	17.1		4.7		18.3	
4 and 5 members	16.0		4.9		17.1								
6 and over	16.9		5.5		17.3		Age of housewife						
Presence of children							Under 35 years	13.4		3.6		14.3	
No children	10.5		3.4		11.1		35-44 years	15.4		5.5		16.6	
Under 6 years	15.4		5.5		16.4		45 years and over	11.9		3.2		12.4	
6-12 years	17.3		4.7		18.1								
13-20 years	14.1		5.3		15.3								

Table 4. Frozen concentrated juices: Average prices paid by household consumers, by family characteristics and place of residence, October 1949-March 1950

Item	Orange : Cents	Grape : Cents	Other : Cents	Item	Orange : Cents	Grape : Cents	Other : Cents
	per 6-oz can	per 6-oz can	per 6-oz can		per 6-oz can	per 6-oz can	per 6-oz can
United States	25.8	24.8	22.8	Family income			
Geographic region:				Upper middle	26.0	24.8	23.0
Northeast	25.5	23.7	22.6	Lower middle	25.8	24.7	22.6
South	27.2	24.3	23.3	Lower	25.5	25.1	22.7
North Central	26.2	25.2	21.9		25.9	25.0	22.4
Mountain and Southwest	26.9	27.8	25.9	Occupation of family head			
Pacific	26.0	23.2	26.6	Executive, professional	25.9	24.6	23.1
Size of community				Clerical, sales, service	25.8	24.6	23.0
Farm	26.6	24.5	23.6	Craftsman, laborer	25.6	25.0	21.5
City (Population)				Farmer	26.0	24.7	23.5
Under 10,000	27.0	26.4	23.6	Unclassified	26.3	26.0	23.3
10,000-99,999	26.6	24.9	22.0				
100,000-499,999	26.2	24.8	23.3	Education of family head			
500,000 and over	25.2	23.9	22.6	Grammar school	25.7	24.8	22.3
Size of Family				Some high school	25.8	24.2	22.9
1 and 2 members	26.6	25.1	23.4	Some college	25.9	25.5	22.8
3 members	25.8	23.8	21.8				
4 and 5 members	25.5	25.0	22.9	Age of housewife			
6 and over	26.4	24.9	22.3	Under 35 years	25.5	24.3	22.0
Presence of children				35-44 years	25.8	25.3	23.2
No children	26.3	24.7	23.4	45 years and over	26.0	24.3	23.1
Under 6 years	25.8	25.6	22.3				
6-12 years	25.7	25.4	22.9				
13-20 years	25.7	24.4	23.0				

Table 5.--Frozen concentrated juices: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 <sup>1/</sup>

Item	Orange			Grape			Other			Item	Orange			Grape			Other			Total
	Gallons	concentrated	total	Gallons	concentrated	total	Gallons	concentrated	total		Gallons	concentrated	total	Gallons	concentrated	total	Gallons	concentrated	total	
United States	177.2	10.8	5.1	193.1	Family income															
Geographic region																				
Northeast	364.5	16.2	9.1	389.8	Upper						309.9	17.8	8.9	336.6						
South	52.1	1.2	1.4	54.7	Upper middle						186.8	13.1	6.4	206.3						
North Central	137.2	11.6	5.2	154.0	Lower middle						138.4	7.2	3.0	148.6						
Mountain and Southwest	77.1	18.5	3.8	99.4	Lower						77.3	5.1	2.3	84.7						
Pacific	100.9	4.1	1.9	106.9	Occupation of family head															
Size of community																				
Farm	24.6	2.3	.6	27.5	Executive, professional						386.7	24.8	16.0	427.5						
City (Population)					Clerical, sales, service						198.3	7.9	4.6	210.8						
Under 10,000	103.2	10.0	3.3	116.5	Craftsman, laborer						151.7	10.3	2.8	164.8						
10,000-99,999	164.0	10.2	7.0	181.2	Farmer						20.4	2.6	.3	23.3						
100,000-499,999	227.5	14.0	6.3	247.8	Unclassified						119.0	8.2	4.8	132.0						
500,000 and over	349.8	16.8	8.9	375.5	Education of family head															
Size of family																				
1 and 2 members	113.1	7.1	4.2	124.4	Grammar school						95.8	6.0	1.7	103.5						
3 members	180.2	6.9	4.0	191.1	Some high school						99.3	11.1	5.5	215.9						
4 and 5 members	243.3	15.9	7.3	266.5	Some college						344.0	22.1	13.1	379.2						
6 and over	121.8	11.6	2.5	135.9	Age of housewife															
Presence of children																				
No children	127.3	6.9	4.5	138.7	Under 35 years						205.8	10.4	8.4	224.6						
Under 6 years	225.3	16.8	7.3	249.4	35-44 years						226.5	19.2	6.5	252.2						
6-12 years	237.2	15.3	6.4	258.9	45 years and over						137.6	6.0	3.1	146.7						
13-20 years	156.3	12.7	4.3	173.3																

<sup>1/</sup> These figures represent the average volume of purchases per 1,000 families, based upon all families including those which did not make any purchases during the 6-month period.  
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Table 6.—Canned juices: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950

Item	Orange: fruit		Orange: Gf.t.: Blend		Tangerine		Lemon		Apple: Grape: apple		Prune		Tomato: Comb.: Juices		Veg'ble: Canned	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	42.5	30.2	21.8	5.8	8.3	11.7	16.0	38.6	16.3	43.6	11.3	81.6				
Geographic region																
Northeast	41.7	30.8	29.3	9.2	11.1	15.8	16.3	51.8	26.1	53.4	12.8	81.6				
South	44.8	27.5	11.8	2.3	3.8	5.9	15.0	27.5	9.9	32.0	6.6	71.0				
North Central	42.6	27.1	22.9	6.8	9.4	9.2	12.6	30.2	12.7	34.9	11.3	78.7				
Mountain and Southwest	43.6	33.1	15.0	3.3	5.8	10.0	21.1	38.9	11.7	51.9	9.4	83.6				
Pacific	38.9	41.8	23.6	2.3	8.1	22.2	23.3	49.6	16.7	58.5	19.0	89.3				
Size of Community																
Farm	36.3	21.4	11.5	2.5	4.2	3.7	10.5	21.6	7.2	21.2	3.3	62.9				
City (Population)																
Under 10,000	46.5	30.9	21.6	4.8	6.9	6.6	14.2	32.7	11.8	38.2	9.9	79.7				
10,000-99,999	43.5	31.2	22.8	4.6	9.9	11.1	15.5	40.3	17.7	49.0	12.5	86.7				
100,000-499,999	46.4	33.8	23.4	7.4	6.9	14.6	24.2	43.1	15.1	49.2	14.3	89.6				
500,000 and over	41.3	34.1	28.3	9.4	12.2	22.0	19.2	54.5	27.3	60.6	16.9	91.7				
Size of family																
1 and 2 members	37.7	33.9	21.0	5.0	8.2	9.9	14.9	35.8	14.7	39.8	11.6	79.7				
3 members	40.9	28.0	22.0	6.0	7.3	11.0	15.8	40.4	18.3	43.6	13.2	81.6				
4 and 5 members	45.5	30.6	24.4	6.6	8.7	14.8	17.7	41.8	17.4	47.9	11.4	83.2				
6 and over	48.4	24.0	15.0	5.1	9.0	8.3	13.8	32.3	13.1	39.6	6.5	76.7				
Presence of children																
No children	40.1	34.3	22.2	5.3	8.2	10.0	15.3	38.0	16.5	40.6	11.6	81.6				
Under 6 years	42.6	27.0	18.5	5.6	6.4	13.6	16.4	38.4	17.7	45.9	12.2	80.2				
6-12 years	45.7	27.3	19.8	6.6	8.7	13.1	16.7	38.0	16.4	45.8	10.5	81.3				
13-20 years	46.1	29.0	23.5	6.5	9.4	11.2	15.3	37.2	11.8	42.5	8.6	79.3				

Continued



Table 6.—Canned juices: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 --- Continued

Item	Orange:		Grape:		Grapefruit:		Lemon:		Apple:		Grape:		Pineapple:		Prune:		Tomato:		Vegetable:		All:	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	42.5	30.2	21.8	5.8	8.3	11.7	16.0	38.6	16.3	43.6	11.3	81.6										
Family income																						
Upper	44.6	34.4	25.5	6.2	9.1	15.0	19.8	44.1	19.1	51.1	14.5	87.1										
Upper middle	43.3	30.3	23.7	7.0	9.4	13.1	16.5	39.9	18.1	48.1	12.0	84.2										
Lower middle	41.7	27.1	20.6	4.7	7.6	10.3	14.1	38.5	15.3	38.2	8.7	79.0										
Lower	40.6	29.0	17.5	5.5	7.0	8.6	13.7	32.2	13.1	37.2	10.0	75.6										
Occupation of family head																						
Executive, professional	45.1	36.4	28.8	7.7	10.5	20.8	18.8	46.0	17.1	59.5	17.8	90.6										
Clerical, sales, service	44.0	35.8	24.7	7.0	9.8	14.2	18.2	45.1	21.7	52.4	14.3	89.5										
Craftsman, laborer	43.4	28.0	21.6	6.0	8.3	9.9	16.2	39.8	17.5	43.7	10.3	82.9										
Farmer	35.1	18.2	11.8	2.8	4.0	3.3	9.5	20.3	6.2	19.6	3.0	59.4										
Unclassified	43.4	35.3	20.0	4.4	7.5	11.6	15.6	36.3	14.4	33.8	10.9	78.4										
Education of family head																						
Grammar school	39.7	28.2	19.5	4.6	7.1	7.8	15.1	32.8	13.8	35.0	8.2	74.5										
Some high school	45.1	29.9	22.0	6.3	8.7	12.3	16.1	43.4	19.3	49.4	12.3	86.7										
Some college	45.1	35.7	27.2	8.2	10.5	20.8	18.2	44.8	17.5	54.9	17.3	90.3										
Age of housewife																						
Under 35 years	41.8	21.4	16.7	6.4	7.0	12.2	16.7	37.5	16.2	48.2	10.3	80.5										
35-44 years	42.0	29.9	23.4	6.1	8.9	13.2	15.7	40.3	19.2	46.9	10.9	82.1										
45 years and over	43.1	33.8	22.8	5.5	8.4	10.7	15.9	38.1	14.8	39.9	12.0	81.7										

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Table 7.--Canned Juices: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950

Item	Orange: fruit		Grape: fruit		Blend		Tangerine		Lemon		Apple		Grape: apple		Pineapple		Prune		Tomato		Veg'ble		All	
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States	4.4	3.5	2.9	2.1	2.4	3.6	2.4	2.4	3.7	4.7	5.0	2.8	12.3											
Geographic region:																								
Northeast	5.1	4.0	3.5	2.5	2.4	4.1	2.5	4.9	5.5	5.9	3.0	16.5												
South	4.3	3.2	2.4	2.1	2.0	3.0	2.1	2.8	3.1	4.4	2.6	9.2												
North Central	4.1	2.9	2.5	1.6	2.6	3.7	2.5	2.8	4.5	4.4	2.3	10.0												
Mountain and Southwest	3.9	3.4	2.5	1.0	2.1	1.9	2.3	3.2	4.5	4.3	2.6	10.5												
Pacific	3.4	3.8	2.9	1.9	2.9	3.6	2.3	3.4	3.5	5.0	3.3	13.2												
Size of Community																								
Farm	3.5	2.7	2.2	1.4	1.8	2.0	1.8	2.4	3.1	4.1	1.8	6.8												
City (Population)																								
Under 10,000	4.5	3.2	2.5	1.5	2.2	2.7	2.0	3.0	4.2	4.2	2.4	10.0												
10,000-99,999	4.4	3.4	3.7	2.3	3.3	3.3	2.8	3.2	4.4	5.2	3.2	12.1												
100,000-499,999	4.3	3.4	2.8	2.1	1.9	2.9	2.4	3.6	4.7	5.5	2.3	12.2												
500,000 and over	4.8	4.1	3.1	2.3	2.5	4.4	2.7	4.7	5.3	5.6	3.0	17.2												
Size of family																								
1 and 2 members	3.7	3.8	2.6	2.0	2.7	2.5	2.6	3.0	4.2	4.4	2.8	10.6												
3 members	4.0	3.4	3.0	2.3	2.4	3.9	2.1	3.7	5.1	4.9	2.6	11.8												
4 and 5 members	5.1	3.3	3.1	2.0	2.5	4.1	2.2	4.2	4.8	5.5	3.0	14.2												
6 and over	4.2	3.0	2.6	2.0	1.8	3.6	2.8	3.9	4.5	5.0	2.0	11.2												
Presence of children																								
No children	4.0	3.7	2.8	2.0	2.9	2.5	2.4	3.4	4.6	4.8	2.8	11.4												
Under 6 years	4.2	2.8	2.8	2.2	2.2	4.8	2.2	4.3	4.5	5.1	2.7	12.9												
6-12 years	4.6	3.0	2.9	2.3	2.2	4.3	2.3	4.1	4.6	5.2	2.9	12.9												
13-20 years	4.6	3.5	2.9	1.8	2.0	3.4	2.3	3.8	5.1	5.4	2.5	12.6												

Continued

Table 7.--Canned Juices: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 -- Continued

Item	Orange: Grapefruit		Orange: Grapefruit		Tangerine		Lemon		Apple		Grape		Pineapple		Prune		Tomato		Veg'ble: Canned		All	
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States	4.4	3.5	2.9	2.1	2.4	3.6	2.4	3.7	4.7	5.0	2.8	12.3										
Family income																						
Upper	4.8	3.4	2.8	1.9	2.6	4.2	2.3	4.0	4.8	5.3	3.3	14.0										
Upper middle	4.6	3.4	2.8	2.3	2.4	3.3	2.3	3.7	4.6	4.9	2.9	12.6										
Lower middle	4.2	3.6	3.1	2.0	2.0	3.5	2.4	3.8	5.1	5.3	2.2	11.9										
Lower	3.9	3.5	2.8	2.0	2.8	3.3	2.4	3.4	4.2	4.7	2.3	10.6										
Occupation of family head																						
Executive, professional	4.5	3.5	3.0	1.9	2.1	4.4	2.0	4.0	4.7	5.2	3.3	14.6										
Clerical, sales, service	4.6	3.8	2.7	2.2	2.6	3.4	2.4	3.7	4.3	5.1	2.7	13.3										
Craftsman, laborer	4.5	3.4	3.2	2.1	2.6	3.4	2.5	4.0	5.4	5.1	2.5	12.6										
Farmer	3.6	2.5	2.1	1.5	1.8	2.1	1.7	2.2	2.2	4.0	2.1	6.5										
Unclassified	3.9	3.6	2.5	1.9	2.8	3.4	3.2	3.0	4.3	4.8	2.5	11.1										
Education of family head																						
Grammar school	4.3	3.3	2.9	1.7	2.5	3.2	2.4	3.7	5.1	5.0	2.6	11.4										
Some high school	4.3	3.4	2.8	2.2	2.7	3.7	2.3	3.5	4.4	4.8	2.8	12.3										
Some college	4.6	3.9	3.0	2.4	2.0	4.0	2.3	4.0	4.3	5.4	2.9	14.7										
Age of housewife																						
Under 35 years	4.1	2.9	2.8	2.6	1.7	4.1	2.4	3.8	3.9	4.7	2.4	11.5										
35-44 years	4.6	3.2	3.1	2.0	2.3	4.0	2.2	4.1	4.6	5.1	3.0	13.2										
45 years and over	4.3	3.8	2.8	1.9	2.8	3.1	2.4	3.5	5.1	5.1	2.7	12.1										

Table 8.---Canned juices: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 1/

Item	Orange: fruit		Orange: Blend		Tangerine		Lemon		Apple		Grape		Pineapple		Prune		Tomato		Veg'tble Comb.	
	lb	ounce	lb	ounce	lb	ounce	lb	ounce	lb	ounce	lb	ounce	lb	ounce	lb	ounce	lb	ounce	lb	ounce
United States	5.8	4.1	3.3	1.8	5.0	5.5	2.2	3.6	5.4	5.4	2.5	5.4	5.4	5.4	5.4	5.4	5.4	5.4	5.4	5.4
Geographic region																				
Northeast	6.7	4.8	3.8	1.9	5.0	5.9	1.9	4.6	6.3	6.0	2.9	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0
South	4.8	3.6	2.6	2.9	3.6	3.9	1.8	2.5	3.4	4.5	2.2	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5
North Central	6.5	3.5	3.1	1.5	6.5	6.6	2.6	2.7	5.1	5.1	2.2	5.1	5.1	5.1	5.1	5.1	5.1	5.1	5.1	5.1
Mountain and Southwest	5.3	5.1	2.6	.8	4.3	2.2	2.2	3.1	5.4	4.7	1.7	5.4	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7
Pacific	3.5	4.3	3.4	1.1	5.0	5.9	3.0	3.4	4.1	6.3	3.1	4.1	6.3	6.3	6.3	6.3	6.3	6.3	6.3	6.3
Size of community																				
Farm	4.9	3.5	2.7	1.4	5.0	3.0	1.8	2.4	3.8	4.9	2.3	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9
City (Population)																				
Under 10,000	6.2	3.8	3.0	1.8	4.3	5.1	1.8	2.9	5.0	4.7	2.0	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7
10,000-99,999	5.3	3.8	3.9	1.7	7.2	3.9	2.6	2.9	5.1	5.6	2.7	5.1	5.6	5.6	5.6	5.6	5.6	5.6	5.6	5.6
100,000-499,999	5.4	5.1	3.6	2.0	3.6	3.9	2.6	3.7	5.9	6.7	2.2	5.9	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7
500,000 and over	6.3	4.7	3.4	1.8	5.8	6.9	2.4	4.5	5.9	5.7	2.9	5.9	5.7	5.7	5.7	5.7	5.7	5.7	5.7	5.7
Size of family																				
1 and 2 members	4.3	4.5	2.8	1.3	5.8	3.1	2.6	2.7	4.6	4.5	2.3	4.6	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5
3 members	4.9	4.1	3.2	1.5	5.0	5.8	2.0	3.1	6.3	4.9	2.3	6.3	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9
4 and 5 members	6.9	4.0	3.8	2.1	5.8	6.5	1.9	4.1	5.3	6.2	2.7	5.3	6.2	6.2	6.2	6.2	6.2	6.2	6.2	6.2
6 and over	6.9	3.7	3.5	2.3	3.6	7.2	2.7	4.6	5.7	6.3	3.0	5.7	6.3	6.3	6.3	6.3	6.3	6.3	6.3	6.3
Presence of children																				
No children	4.9	4.3	3.3	1.4	6.5	3.2	2.4	3.2	5.1	5.0	2.3	5.1	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
Under 6 years	5.7	3.1	3.0	1.9	5.0	7.0	1.9	4.1	5.1	5.5	2.6	5.1	5.5	5.5	5.5	5.5	5.5	5.5	5.5	5.5
6-12 years	6.9	3.8	3.3	2.1	5.0	7.2	2.0	4.1	5.1	5.9	3.0	5.1	5.9	5.9	5.9	5.9	5.9	5.9	5.9	5.9
13-20 years	6.3	4.2	3.2	2.1	4.3	5.9	2.0	3.8	5.8	6.3	2.6	5.8	6.3	6.3	6.3	6.3	6.3	6.3	6.3	6.3

Continued

1/ The figures for average volume are reported in number of equivalent size cans or bottles stated in the column headings.  
National Consumer Panel of Industrial Surveys Company.



Table 8.--Canned juices: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 1/--- Continued

Item	Orange-fruit		Orange-juice		Lemon-juice		Apple		Grape		Pine-apple		Prune		Tomato		Veg'ble	
	ounce	ounce	ounce	ounce	ounce	ounce	ounce	ounce	ounce	ounce	ounce	ounce	ounce	ounce	ounce	ounce	ounce	ounce
United States	5.8	4.1	3.3	1.8	5.0	5.5	2.2	3.6	5.4	5.4	2.5							
Family income																		
Upper	6.8	3.9	3.5	2.1	5.8	7.3	2.3	3.9	5.7	6.3	3.1							
Upper, middle	5.9	4.0	3.2	1.9	5.0	4.9	2.0	3.5	5.1	5.2	2.8							
Lower middle	6.1	4.2	3.6	1.6	4.3	5.3	2.2	3.8	5.9	5.4	2.1							
Lower	4.3	4.4	2.9	1.4	5.8	4.2	2.3	2.8	4.7	4.8	1.6							
Occupation of family head																		
Executive, professional	7.1	4.1	3.8	1.6	5.0	7.3	1.8	4.2	5.4	6.4	2.9							
Clerical, sales, service	6.2	4.6	3.3	2.3	5.0	5.5	2.2	3.5	5.0	4.9	2.3							
Craftsman, laborer	5.5	3.8	3.3	1.6	5.8	4.7	2.3	3.8	6.2	5.4	2.4							
Farmer	5.4	3.1	2.6	1.6	4.3	3.2	1.6	2.3	2.6	4.8	2.8							
Unclassified	3.8	4.9	2.8	1.2	5.8	4.6	3.6	2.5	5.1	5.4	1.9							
Education of family head																		
Grammar school	5.2	4.0	3.1	1.3	5.8	5.0	2.2	3.5	5.9	5.4	2.4							
Some high school	6.2	3.9	3.3	2.2	5.8	5.0	2.2	3.4	5.0	4.8	2.4							
Some college	6.4	4.7	3.7	1.8	5.0	6.8	2.3	4.0	5.0	6.6	2.7							
Age of housewife																		
Under 35 years	5.4	2.9	3.3	1.9	3.6	5.7	2.0	3.4	4.5	5.1	2.2							
35-44 years	6.5	4.0	3.4	1.9	5.0	5.9	2.0	4.0	5.1	5.3	3.0							
45 years and over	5.5	4.5	3.3	1.6	5.8	5.3	2.3	3.4	5.9	5.7	2.4							

1/ The figures for average volume are reported in number of equivalent size cans or bottles stated in the column headings.

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Table 9.--Canned juices: Average prices paid by household consumers, by family characteristics and place of residence, October 1949-March 1950

Item	: Grape-: Orange-: Tanger-:		: Lemon:		: Apple:		: Pine-:		: Tomato:		: Veg'ble: Other:	
	: Orange: fruit:	: Grape: fruit:	: Orange: fruit:	: Tanger-: fruit:	: Lemon:	: Apple:	: Pine-: apple:	: Tomato:	: Veg'ble: Other:	: Juices	: Comb.:	: Juices
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
	per	per	per	per	per	per	per	per	per	per	per	per
	46 oz.	46 oz.	46 oz.	46 oz.	5 1/2-6-oz.	32 oz.	32 oz.	32 oz.	46 oz.	46 oz.	46 oz.	46 oz.
United States	35.4	33.2	37.5	32.8	12.8	21.1	40.0	38.6	27.8	25.4	34.4	37.5
Geographic region												
Northeast	36.1	33.7	36.6	32.4	12.8	20.2	40.2	37.3	26.7	25.0	32.3	38.0
South	35.1	31.5	36.5	30.3	13.0	22.2	41.2	40.6	29.8	26.5	37.1	32.3
North Central	34.5	33.5	38.3	33.8	12.7	20.5	41.3	41.3	30.0	25.7	34.8	38.7
Mountain and Southwest	36.3	32.6	39.7	39.6	14.7	26.9	41.4	40.8	29.6	26.1	38.0	37.3
Pacific	36.8	33.7	38.4	34.5	12.2	22.0	36.2	36.1	24.9	24.2	36.1	37.2
Size of Community												
Farm	36.2	33.7	38.0	34.8	12.5	24.5	42.2	40.3	29.3	25.6	35.0	38.2
City (Population)												
Under 10,000	36.3	34.3	38.4	32.1	13.4	20.4	42.6	40.9	29.1	26.2	36.5	39.0
10,000-99,999	35.1	34.5	39.6	33.8	13.1	23.1	38.0	39.9	27.9	25.7	36.7	36.2
100,000-499,999	34.5	30.8	36.6	34.4	13.3	21.5	39.6	38.8	27.9	24.9	36.0	37.0
500,000 and over	34.2	32.7	35.9	31.8	12.3	20.8	39.4	37.0	27.1	24.8	32.2	37.7
Size of family												
1 and 2 members	35.4	33.2	38.0	34.1	12.5	23.5	40.0	39.2	28.1	25.4	34.2	36.5
3 members	35.9	33.3	38.3	34.1	12.9	20.2	40.1	38.6	28.0	25.7	34.9	38.5
4 and 5 members	35.8	33.1	37.1	32.3	12.9	21.1	40.3	38.7	27.3	25.5	34.4	37.6
6 and over	33.4	33.1	36.2	32.6	13.4	20.4	39.1	37.7	28.3	24.4	33.2	39.0
Presence of children												
No children	35.9	33.1	38.0	33.2	12.6	22.2	40.3	39.0	28.1	25.6	34.6	36.9
Under 6 years	34.1	34.1	37.0	33.5	13.4	21.1	38.9	38.1	27.1	25.2	35.2	37.9
6-12 years	34.4	33.1	36.9	33.0	13.4	20.7	39.4	38.7	27.8	25.2	33.9	38.2
13-20 years	35.4	33.5	37.0	32.2	13.3	21.0	40.5	38.5	27.8	25.3	33.3	38.8

Continued

Table 9.--Canned juices: Average prices paid by household consumers, by family characteristics and place of residence, October 1949-March 1950--Continued

Item	Orange		Grapefruit		Orange-Grapefruit Blend		Tangerine		Lemon		Apple		Grape		Pineapple		Prune		Tomato		Veg'ble. Comb.		Other juices	
	Cents	per 46 oz.	Cents	per 46 oz.	Cents	per 46 oz.	Cents	per 46 oz.	Cents	per 5 1/2-6 oz.	Cents	per 32 oz.	Cents	per 32 oz.	Cents	per 46 oz.	Cents	per 32 oz.	Cents	per 46 oz.	Cents	per 46 oz.	Cents	per 46 oz.
United States	35.4	33.2	37.5	32.8	12.8	21.1	40.0	38.6	27.8	25.4	34.4	37.8												
Family income																								
Upper	36.0	33.4	37.3	33.2	12.9	21.2	39.7	38.2	28.5	25.5	35.4	38.0												
Upper middle	35.2	33.3	37.5	32.6	12.8	22.0	41.1	38.8	27.9	25.4	32.4	38.2												
Lower middle	35.2	33.5	36.9	32.3	12.8	20.3	40.4	38.8	27.6	25.5	34.3	37.9												
Lower	34.7	32.6	37.7	32.6	12.8	20.9	39.0	38.9	26.8	25.0	36.1	36.7												
Occupation of family head																								
Executive, professional	34.4	33.2	37.6	34.1	13.1	21.2	40.4	38.7	27.8	25.3	35.4	37.9												
Clerical, sales, service	35.2	33.2	37.7	31.7	13.2	21.3	41.4	38.6	27.8	25.5	35.3	37.9												
Craftsman, laborer	35.6	33.8	37.5	32.6	12.7	20.1	38.8	38.4	27.8	25.4	32.6	38.4												
Farmer	36.2	33.4	37.5	31.9	13.1	26.8	42.7	40.8	29.5	25.2	35.2	37.7												
Unclassified	37.0	31.4	35.9	32.9	12.4	22.6	39.2	38.1	27.1	25.0	34.8	34.2												
Education of family head																								
Grammar school	36.4	33.6	37.7	32.9	13.0	20.4	40.6	38.9	27.6	25.3	32.7	37.5												
Some high school	34.3	33.1	37.0	32.6	12.5	21.3	38.6	38.6	28.0	25.6	35.7	38.6												
Some college	35.7	32.7	37.7	33.2	13.0	21.5	40.9	38.4	27.8	25.2	34.9	37.7												
Age of housewife																								
Under 35 years	34.2	35.0	37.1	33.7	13.0	21.0	39.1	38.1	27.8	25.6	35.5	36.7												
35-44 years	35.3	33.2	36.7	33.1	13.2	20.7	40.3	38.5	27.3	25.7	33.1	38.5												
45 years and over	35.9	32.9	38.0	32.2	12.7	24.8	40.2	38.9	28.1	25.1	34.9	37.8												

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Table 10.--Canned Juices: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 1/

Item	Orange:		Orange-:		Tangerine:		Lemon:		Apple:		Grape:		Pine-:		Prune:		Tomato:		Other:		Total	
	fruit:		Blend:		ine:		:		apple:		:		:		:		:		:		:	
	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases
	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/
United States	262	133	77	11	6	49	26	146	66	253	30	56	1,115									
Geographic region																						
Northeast	295	156	117	19	8	69	22	256	122	344	39	107	1,554									
South	230	105	33	7	2	17	19	74	25	155	15	12	694									
North Central	295	99	76	11	8	46	23	86	49	189	26	41	949									
Mountain and Pacific	246	178	43	3	3	16	33	126	47	261	17	41	1,014									
Pacific	144	192	85	3	6	99	51	180	50	390	62	60	1,322									
Size of community																						
Farm	139	78	34	4	3	8	14	56	20	110	8	12	536									
City (Population)																						
Under 10,000	309	122	70	9	4	25	18	101	44	191	21	38	952									
10,000-99,999	243	129	95	8	10	32	30	123	67	292	36	35	1,100									
100,000-499,999	269	183	89	15	3	42	45	168	66	347	33	41	1,301									
500,000 and over	276	169	101	18	10	111	34	260	119	367	52	122	1,639									
Size of family																						
1 and 2 members	172	161	62	7	6	23	29	105	50	192	28	34	869									
3 members	213	123	74	10	5	47	23	135	85	224	33	50	1,022									
4 and 5 members	337	131	97	14	7	71	24	182	69	315	34	76	1,357									
6 and over	351	93	55	12	5	44	28	157	55	267	20	62	1,149									
Presence of children																						
No children	208	158	78	8	7	24	27	127	64	217	29	42	989									
Under 6 years	261	76	60	11	4	71	23	170	68	273	34	82	1,133									
6-12 years	337	108	69	15	6	69	24	166	62	289	34	70	1,249									
13-20 years	311	130	80	14	6	50	23	150	51	286	24	57	1,182									

1/ These figures represent the average volume of purchases per 1,000 families, based upon all families, including those which did not make any purchases during the 6-month period.

2/ Equivalent cases of No. 2 cans, 432 ounces per case.

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Continued



Table 10.--Canned juices: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 1/ -- Continued

Item	Orange: Grape-fruit		Orange-fruit		Grape-fruit		Lemon		Apple		Grape		Pine-apple		Prune		Tomato		Other		Total	
	Cases		Cases		Cases		Cases		Cases		Cases		Cases		Cases		Cases		Cases		Cases	
	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/
United States	262	133	77	11	6	49	26	146	66	253	30	56	1,115									
Family income																						
Upper	323	145	94	14	7	81	34	186	81	344	48	83	1,440									
Upper middle	274	130	80	14	7	47	24	148	69	263	36	54	1,146									
Lower middle	270	122	79	8	5	40	22	155	67	217	20	57	1,062									
Lower	186	136	55	9	5	27	23	98	45	191	17	31	823									
Occupation of family head																						
Executive, professional	341	160	116	13	8	111	24	205	69	406	56	87	1,596									
Clerical, sales, service	290	176	87	16	7	58	29	166	80	271	36	67	1,283									
Craftsman, laborer	257	116	75	10	7	35	27	160	80	253	26	61	1,107									
Farmer	199	61	33	4	2	8	12	50	12	101	9	10	501									
Unclassified	180	183	60	6	6	39	42	99	55	193	21	34	918									
Education of family head																						
Grammar school	219	122	65	7	5	29	24	122	61	204	21	48	927									
Some high school	300	125	78	14	7	46	25	155	72	250	32	57	1,161									
Some college	306	178	105	16	7	103	31	192	65	382	50	76	1,511									
Age of housewife																						
Under 35 years	243	66	58	13	3	51	26	134	54	261	23	57	989									
35-44 years	289	128	84	12	6	58	24	173	73	263	36	66	1,212									
45 years and over	255	163	80	9	7	42	27	135	66	244	31	50	1,109									

1/ These figures represent the average volume of purchases per 1,000 families, based upon all families, including those which did not make any purchases during the 6-month period.

2/ Equivalent cases of No. 2 cans, 432 ounces per case.

National Consumer Panel of Industrial Surveys Company.

Table 11.--Fresh citrus fruit: Percentages of all families buying, by family characteristics and place of residence, October 1949-March 1950

Item	Oranges				Grape-				Tanger-				Limes				All fresh			
	Califor-	Florida	Unidenti-	All	fruit	Percent	Percent	Percent	ines	Percent	Percent	Percent	Percent	Percent	Percent	Percent	citrus	Percent	Percent	Percent
	nia		fied																	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	53.9	48.2	43.1	82.3	56.9	31.1	53.2	1.6	88.9											
Geographic region																				
Northeast	60.4	66.8	39.4	86.4	63.6	48.3	56.1	1.6	92.7											
South	20.7	56.1	41.7	76.3	40.2	20.8	52.6	1.8	82.3											
North Central	65.3	46.9	43.9	84.5	62.9	32.9	48.6	1.1	90.8											
Mountain and Southwest	48.9	18.9	62.5	77.2	50.8	11.4	55.6	1.7	85.8											
Pacific	74.1	7.2	35.2	81.0	59.4	14.4	58.2	2.9	88.2											
Size of community																				
Farm	35.7	38.6	45.1	74.9	42.3	17.1	42.2	.3	82.1											
City (Population)																				
Under 10,000	47.6	43.4	42.6	79.9	53.0	26.8	49.0	1.4	87.3											
10,000-99,999	57.7	56.7	46.2	87.1	61.7	30.8	56.7	1.6	93.5											
100,000-499,999	60.4	52.7	47.5	86.3	62.6	31.9	61.3	3.0	91.5											
500,000 and over	69.1	54.3	39.1	86.3	67.0	45.4	60.8	2.4	92.3											
Size of family																				
1 and 2 members	52.3	44.5	38.1	78.1	60.1	21.9	55.1	2.0	86.9											
3 members	52.7	48.4	45.0	82.6	56.8	31.6	53.4	2.2	89.5											
4 and 5 members	57.7	52.8	43.8	85.5	58.5	38.2	55.2	1.3	91.3											
6 and over	47.9	42.9	49.5	82.0	44.2	30.4	41.9	.7	85.0											
Presence of children																				
No children	53.1	47.0	40.4	79.6	60.3	26.2	57.2	2.1	87.9											
Under 6 years	55.8	50.5	44.3	84.6	52.5	34.0	47.2	1.6	89.4											
6-12 years	55.9	49.5	45.4	85.4	54.1	36.4	49.5	1.3	90.7											
13-20 years	52.3	47.6	45.4	84.2	54.0	34.3	50.7	1.4	88.8											

Table 11.--Fresh citrus fruit: Percentages of all families buying, by family characteristics and place of residence, October 1949-March 1950 -- Continued

Item	Oranges				Grape fruit				Tangerines				Lemons				Limes				All fresh citrus			
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	53.9	48.2	43.1	82.3	56.9	31.1	53.2	1.6	88.9															
Family income																								
Upper	57.5	50.6	42.7	85.5	66.3	36.0	58.8	2.0	92.1															
Upper middle	55.4	49.8	46.5	85.8	60.9	34.7	55.5	1.9	91.5															
Lower middle	54.1	49.2	42.1	81.2	54.5	32.5	52.0	1.4	88.3															
Lower	48.6	43.5	41.2	77.0	46.3	21.5	46.8	1.4	83.9															
Occupation of family head																								
Executive, professional	62.1	54.9	42.0	88.0	72.5	37.4	66.7	4.0	93.9															
Clerical, sales, service	54.5	50.7	42.2	82.2	61.3	33.6	58.7	2.2	89.4															
Craftsman, laborer	57.6	48.7	43.1	83.3	53.7	34.7	48.0	.9	89.4															
Farmer	36.3	38.4	45.5	75.9	41.5	17.5	41.5	.2	82.8															
Unclassified	52.2	45.3	43.1	79.1	57.8	21.9	57.2	1.9	86.9															
Education of family head																								
Grammar school	49.2	45.4	42.3	79.3	49.4	27.6	47.6	.6	86.0															
Some high school	56.5	48.3	44.4	84.1	58.7	34.2	54.5	1.4	90.5															
Some college	60.9	55.2	42.8	86.5	72.8	34.4	65.2	4.7	93.3															
Age of housewife																								
Under 35 years	51.8	46.3	42.1	80.3	49.2	31.0	42.9	1.0	87.1															
35-44 years	54.3	50.2	46.4	84.8	56.5	37.1	52.3	1.8	90.2															
45 years and over	54.4	47.9	41.6	81.6	60.1	27.7	57.8	1.8	88.8															
National Consumer Panel of Industrial Surveys Company																								

Table 12. - Fresh citrus fruit: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950.

Item	Oranges																			
	California		Florida		Unidentified		All		Grapefruit		Tangerines		Lemons		Limes		All Fresh Citrus			
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States	5.5	6.3	4.0	9.4	6.7	3.1	4.3	1.4	16.6											
Geographic region																				
Northeast	5.4	8.1	4.2	11.9	7.7	3.8	4.6	1.4	21.2											
South	2.6	6.1	4.7	7.7	6.3	2.4	4.5	1.5	13.7											
North Central	5.6	4.9	3.2	8.7	6.3	2.6	3.7	1.1	15.4											
Mountain and Southwest	5.2	1.9	4.8	7.7	5.9	2.0	4.3	1.2	13.4											
Pacific	7.4	1.8	3.1	8.3	6.1	1.9	4.3	2.0	14.9											
Size of Community																				
Farm	3.6	4.3	3.5	6.0	4.5	2.3	3.8	1.0	10.3											
City (Population)																				
Under 10,000	4.7	5.7	4.1	8.1	6.0	2.4	3.5	1.5	13.8											
10,000-99,999	5.3	6.2	3.6	9.4	6.4	2.9	3.8	1.5	16.3											
100,000-499,999	5.5	6.6	4.6	10.4	7.8	2.6	4.4	1.2	19.1											
500,000 and over	6.8	7.8	4.1	12.3	8.0	3.8	5.3	1.5	22.7											
Size of family																				
1 and 2 members	5.1	6.6	3.5	8.9	7.4	2.2	4.8	1.4	16.8											
3 members	5.0	6.6	3.6	9.1	6.5	3.0	4.3	1.4	16.1											
4 and 5 members	5.9	6.1	4.4	10.0	6.5	3.3	4.0	1.5	17.4											
6 and over	6.1	5.8	4.2	9.1	5.3	3.8	3.7	2.0	14.8											
Presence of children																				
No children	5.3	6.6	3.8	9.3	7.6	2.7	4.9	1.4	17.7											
Under 6 years	5.6	6.4	4.4	9.8	6.0	3.0	3.4	1.5	15.8											
6-12 years	5.7	6.2	4.1	9.5	5.9	3.3	3.7	1.5	15.8											
13-20 years	5.7	5.7	3.8	8.8	5.7	3.5	4.0	1.7	15.5											



Table 12. - Fresh citrus fruit: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 - Continued

Item	California		Oranges		Grapefruit		Lemons		Limes		All Fresh Citrus	
	Florida		Unidentified		fruit		fruit		fruit		fruit	
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States	5.5	6.3	4.0	9.4	6.7	3.1	4.3	1.4	16.6			
Family Income												
Upper	5.9	6.5	3.8	9.7	7.1	3.1	4.3	1.5	18.1			
Upper middle	5.8	6.5	3.9	9.6	6.8	3.0	4.5	1.5	17.5			
Lower middle	5.4	7.0	4.4	10.1	6.6	3.4	4.2	1.2	17.1			
Lower	4.9	5.1	3.8	8.0	6.0	2.8	4.1	1.5	13.7			
Occupation of family head												
Executive, professional	5.8	8.0	4.0	11.0	7.9	2.9	4.2	1.6	20.6			
Clerical, sales, service	5.7	7.7	4.6	10.9	7.5	3.3	4.8	1.4	19.6			
Craftsman, laborer	5.9	5.7	3.8	9.4	6.3	3.3	4.2	1.3	16.1			
Farmer	3.7	4.0	3.5	5.9	4.5	2.4	3.7	1.0	10.1			
Unclassified	4.4	5.1	3.7	7.8	5.7	2.1	4.2	1.3	14.2			
Education of family head												
Grammar school	5.4	5.5	3.8	8.5	6.0	3.0	4.3	1.5	14.6			
Some high school	5.5	6.3	4.3	9.6	6.6	3.1	4.2	1.6	16.9			
Some college	5.7	8.1	3.9	11.1	8.0	3.1	4.5	1.3	20.9			
Age of housewife												
Under 35 years	5.5	5.3	4.2	8.8	5.7	3.2	3.3	2.1	14.1			
35-44 years	5.7	6.3	4.2	9.7	6.1	3.4	3.9	1.4	16.6			
45 years and over	5.4	6.7	3.8	9.4	7.3	2.8	4.8	1.3	17.6			

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Table 13.—Fresh citrus fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950

Item	Oranges		Grapefruit		Tangerines		Lemons		Limes		All fresh citrus	
	Calif.- Dozens	Florida Dozens	Unidenti- fied Dozens	All Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States	5.38	7.26	4.19	9.97	2.26	2.90	1.84	.76			12.81	
Geographic region												
Northeast	4.80	8.99	4.06	12.17	2.16	3.35	1.73	.51			15.62	
South	2.66	7.46	5.09	8.99	2.03	2.62	2.42	.95			11.56	
North Central	5.25	5.59	3.23	8.84	2.41	2.52	1.34	.63			11.56	
Mountain and Southwest	5.07	2.34	5.81	8.49	2.54	2.05	2.17	.72			10.84	
Pacific	9.15	2.34	3.21	9.97	2.15	2.02	2.07	1.12			12.34	
Size of community												
Farm	3.90	5.78	4.27	7.40	2.03	2.97	2.10	1.00			9.50	
City (Population)												
Under 10,000	4.87	6.54	4.07	8.62	2.17	2.47	1.57	.81			10.87	
10,000-99,999	5.10	7.48	3.72	10.22	2.03	2.90	1.53	.49			12.75	
100,000-499,999	4.97	7.54	5.52	11.13	2.60	2.31	1.98	.77			14.43	
500,000 and over	6.53	8.38	3.95	12.28	2.42	3.29	2.02	.79			16.22	
Size of family												
1 and 2 members	4.34	6.65	3.01	8.16	2.34	1.99	2.14	.76			10.83	
3 members	4.57	7.48	3.68	9.30	2.12	2.56	1.80	.77			11.94	
4 and 5 members	6.03	7.19	4.77	10.96	2.31	3.14	1.62	.61			14.04	
6 and over	7.50	8.54	5.69	12.28	2.14	4.30	1.90	1.58			15.45	
Presence of children												
No children	4.63	6.87	3.51	8.93	2.46	2.36	2.16	.74			11.91	
Under 6 years	6.05	7.86	5.26	11.43	2.09	2.79	1.43	.71			13.88	
6-12 years	6.20	7.79	4.77	11.11	2.15	3.38	1.58	.76			13.96	
13-20 years	5.91	7.20	4.35	10.09	2.08	3.66	1.69	.99			13.23	

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Continued

Table 13.---Fresh citrus fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 --Continued

Item	Oranges				Grape-fruit				Tanger-ines				Lemons				All fresh citrus			
	Califor- nia	Florida	Unidenti- fied	All	Califor- nia	Florida	Unidenti- fied	All	Califor- nia	Florida	Unidenti- fied	All	Califor- nia	Florida	Unidenti- fied	All	Califor- nia	Florida	Unidenti- fied	All
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States	5.38	7.26	4.19	9.97	5.38	7.26	4.19	9.97	5.38	7.26	4.19	9.97	5.38	7.26	4.19	9.97	5.38	7.26	4.19	9.97
Family income																				
Upper	6.43	8.04	4.31	11.25	6.43	8.04	4.31	11.25	6.43	8.04	4.31	11.25	6.43	8.04	4.31	11.25	6.43	8.04	4.31	11.25
Upper middle	5.61	7.36	4.17	10.15	5.61	7.36	4.17	10.15	5.61	7.36	4.17	10.15	5.61	7.36	4.17	10.15	5.61	7.36	4.17	10.15
Lower middle	4.81	7.77	4.43	10.21	4.81	7.77	4.43	10.21	4.81	7.77	4.43	10.21	4.81	7.77	4.43	10.21	4.81	7.77	4.43	10.21
Lower	4.55	5.69	3.84	8.13	4.55	5.69	3.84	8.13	4.55	5.69	3.84	8.13	4.55	5.69	3.84	8.13	4.55	5.69	3.84	8.13
Occupation of family head																				
Executive, professional	6.04	9.21	4.58	12.20	6.04	9.21	4.58	12.20	6.04	9.21	4.58	12.20	6.04	9.21	4.58	12.20	6.04	9.21	4.58	12.20
Clerical, sales, service	5.26	8.09	4.58	10.83	5.26	8.09	4.58	10.83	5.26	8.09	4.58	10.83	5.26	8.09	4.58	10.83	5.26	8.09	4.58	10.83
Craftsman, laborer	5.77	6.67	3.94	9.92	5.77	6.67	3.94	9.92	5.77	6.67	3.94	9.92	5.77	6.67	3.94	9.92	5.77	6.67	3.94	9.92
Farmer	4.02	5.49	4.32	7.29	4.02	5.49	4.32	7.29	4.02	5.49	4.32	7.29	4.02	5.49	4.32	7.29	4.02	5.49	4.32	7.29
Unclassified	4.08	5.82	3.26	7.80	4.08	5.82	3.26	7.80	4.08	5.82	3.26	7.80	4.08	5.82	3.26	7.80	4.08	5.82	3.26	7.80
Education of family head																				
Grammar school	5.20	6.51	3.88	9.02	5.20	6.51	3.88	9.02	5.20	6.51	3.88	9.02	5.20	6.51	3.88	9.02	5.20	6.51	3.88	9.02
Some high school	5.41	7.05	4.54	10.08	5.41	7.05	4.54	10.08	5.41	7.05	4.54	10.08	5.41	7.05	4.54	10.08	5.41	7.05	4.54	10.08
Some college	5.72	9.13	4.30	11.97	5.72	9.13	4.30	11.97	5.72	9.13	4.30	11.97	5.72	9.13	4.30	11.97	5.72	9.13	4.30	11.97
Age of housewife																				
Under 35 years	5.80	6.59	4.75	10.03	5.80	6.59	4.75	10.03	5.80	6.59	4.75	10.03	5.80	6.59	4.75	10.03	5.80	6.59	4.75	10.03
35-44 years	5.81	7.50	4.60	10.63	5.81	7.50	4.60	10.63	5.81	7.50	4.60	10.63	5.81	7.50	4.60	10.63	5.81	7.50	4.60	10.63
45 years and over	4.98	7.35	3.70	9.52	4.98	7.35	3.70	9.52	4.98	7.35	3.70	9.52	4.98	7.35	3.70	9.52	4.98	7.35	3.70	9.52

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Continued



Table 14.--Fresh citrus fruit: Average prices paid by household consumers, by family characteristics and place of residence, October 1949-March 1950--Continued

Item	Oranges		Grape-fruit		Tangerines		Lemons		Limes		All fresh citrus	
	Califor- nia	Florida : Unidenti- fied	All	dozen	Cents per dozen	Cents per dozen	dozen	Cents per dozen	dozen	Cents per dozen	dozen	Cents per dozen
United States	42.9	37.2	37.7	39.3	99.3	31.1	50.8	38.8	46.4			
Family income												
Upper	43.2	37.3	38.5	39.8	103.8	32.2	52.3	47.3	48.0			
Upper middle	43.5	37.6	37.7	39.7	99.9	31.4	52.6	37.1	46.9			
Lower middle	43.2	37.1	38.0	39.2	95.3	31.1	50.2	34.3	45.5			
Lower	41.1	36.4	36.6	38.1	95.8	29.1	47.5	35.2	44.6			
Occupation of family head												
Executive, professional	41.1	37.0	37.2	38.4	104.8	31.7	52.0	41.9	47.5			
Clerical, sales, service	44.5	37.3	37.2	39.6	98.5	32.6	49.6	31.5	46.8			
Craftsman, laborer	43.2	37.2	38.5	39.9	99.2	30.3	51.9	45.2	45.8			
Farmer	42.8	36.1	37.1	38.2	89.1	30.6	47.7	30.0	44.5			
Unclassified	40.9	38.5	38.8	39.4	98.8	31.6	52.2	37.1	48.1			
Education of family head												
Grammar school	44.0	37.0	38.3	39.8	96.8	31.1	50.2	35.8	45.9			
Some high school	42.4	37.4	37.5	39.3	99.5	31.3	51.2	39.4	46.0			
Some college	41.5	37.0	37.0	38.5	102.2	30.9	51.3	39.5	47.8			
Age of housewife												
Under 35 years	40.9	36.6	35.7	38.0	97.8	31.3	52.3	45.7	43.5			
35-44 years	42.4	36.8	37.3	38.9	99.0	30.4	50.4	39.9	44.8			
45 years and over	44.0	37.6	39.1	40.1	99.8	31.8	50.6	36.1	48.5			

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Table 15.--Fresh citrus fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 1/

Item	Oranges				Grape-		Tanger-		Lemons		Limes		All fresh citrus	
	California:	Florida:	Unidentifi-	All	fruit	ines	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States	2,899	3,500	1,804	8,203	1,285	903	980	13	11,384					
Geographic region														
Northeast	2,901	6,010	1,597	10,508	1,370	1,615	972	8	14,473					
South	550	4,186	2,123	6,859	818	546	1,275	17	9,515					
North Central	3,427	2,619	1,417	7,463	1,518	861	650	7	10,499					
Mountain and Southwest	2,481	442	3,634	6,557	1,294	234	1,207	12	9,304					
Pacific	6,779	169	1,128	8,076	1,278	290	1,205	32	10,881					
Size of community														
Farm	1,391	2,230	1,924	5,545	861	509	885	3	7,803					
City (Population)														
Under 10,000	2,319	2,837	1,734	6,890	1,152	662	771	11	9,486					
10,000-99,999	2,943	4,244	1,718	8,905	1,250	891	865	8	11,919					
100,000-499,999	3,002	3,975	2,622	9,599	1,628	736	1,214	23	13,200					
500,000 and over	4,506	4,554	1,543	10,603	1,622	1,493	1,230	19	14,967					
Size of family														
1 and 2 members	2,270	2,959	1,147	6,376	1,408	434	1,180	15	9,413					
3 members	2,408	3,625	1,653	7,686	1,204	810	964	17	10,681					
4 and 5 members	3,480	3,794	2,089	9,363	1,350	1,200	893	8	12,814					
6 and over	3,595	3,662	2,819	10,076	947	1,308	796	11	13,138					
Presence of children														
No children	2,457	3,231	1,419	7,107	1,482	619	1,238	15	10,461					
Under 6 years	3,379	3,967	2,328	9,674	1,099	950	674	12	12,409					
6-12 years	3,466	3,851	2,162	9,479	1,162	1,232	781	9	12,663					
13-20 years	3,089	3,429	1,976	8,494	1,123	1,257	859	14	11,747					

1/ These figures represent the average volume of purchases per 1,000 families, based upon all families including those which did not make any purchases during the 6-month period.

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Continued

Table 15.--Fresh citrus fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950-1/---Continued

Item	Oranges		Grapefruit		Tangerines		Lemons		Limes		All fresh citrus	
	Califor- nia	Florida	Unidenti- fied	All	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States	2,899	3,500	1,804	8,203	1,285	903	980	13	11,384			
Family income												
Upper	3,703	4,070	1,838	9,611	1,631	1,040	1,050	13	13,345			
Upper middle	3,107	3,662	1,941	8,710	1,342	947	1,030	16	12,045			
Lower middle	2,602	3,824	1,863	8,289	1,263	1,060	960	10	11,582			
Lower	2,208	2,476	1,581	6,265	917	576	882	11	8,651			
Occupation of family head												
Executive, professional	3,754	5,055	1,926	10,735	1,871	969	1,130	32	14,737			
Clerical, sales, service	2,864	4,102	1,937	8,903	1,449	951	1,146	16	12,465			
Craftsman, laborer	3,320	3,244	1,698	8,262	1,135	1,104	853	6	11,360			
Farmer	1,458	2,107	1,965	5,530	885	535	862	2	7,814			
Unclassified	2,127	2,637	1,404	6,168	1,128	450	1,031	14	8,791			
Education of family head												
Grammar school	2,558	2,959	1,638	7,155	1,027	822	936	5	9,945			
Some high school	3,055	3,409	2,017	8,481	1,252	991	931	11	11,666			
Some college	3,481	5,037	1,842	10,360	1,999	954	1,176	34	14,522			
Age of housewife												
Under 35 years	3,002	3,053	1,996	8,051	929	891	588	9	10,468			
35-44 years	3,155	3,766	2,135	9,056	1,230	1,218	837	14	12,355			
45 years and over	2,710	3,520	1,538	7,768	1,455	726	1,214	13	11,176			

1/ These figures represent the average volume of purchases per 1,000 families, based upon all families including those which did not make any purchases during the 6-month period.

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Table 16.--Dried fruit: Percentages of all families buying, by family characteristics and place of residence, October 1949-March 1950

Item	: Apples:		: Apricots:		: Dates:		: Figs:		: Mixed:		: Peaches:		: Pears:		: Prunes:		: Raisins:		: Currants:		: All:	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	4.1	14.9	25.9	10.2	5.4	7.6	0.6	40.9	46.7	5.8	71.9											
Geographic region																						
Northeast	.5	16.9	27.1	14.7	9.4	4.0	.9	45.6	46.6	4.9	72.8											
South	12.2	9.1	14.6	5.9	1.4	18.5	0	31.4	40.5	3.8	65.0											
North Central	1.1	16.4	29.8	9.2	5.6	3.4	.3	43.3	48.7	6.8	74.2											
Mountain and Southwest	9.4	21.7	25.6	6.9	3.3	12.5	1.4	40.0	50.8	5.3	73.3											
Pacific	2.0	9.2	34.6	12.4	3.2	3.7	.9	40.1	49.6	10.1	74.9											
Size of Community																						
Farm	5.4	9.4	20.2	5.3	3.1	7.7	.7	30.4	48.1	6.6	66.2											
City (Population)																						
Under 10,000	6.4	14.8	22.4	7.1	3.1	8.9	0	37.8	47.0	4.6	71.0											
10,000-99,999	2.8	16.7	34.3	10.9	5.2	6.5	.2	48.4	50.0	6.3	79.0											
100,000-499,999	5.8	19.2	28.8	12.9	5.2	12.6	.8	40.9	44.0	5.8	70.1											
500,000 and over	1.0	16.5	28.4	15.5	9.6	5.1	1.1	47.9	44.6	6.0	74.0											
Size of family																						
1 and 2 members	3.8	14.2	30.4	11.8	5.6	7.1	.2	40.2	44.0	6.3	72.5											
3 members	4.2	15.8	23.4	9.4	5.2	7.8	.6	40.9	45.7	6.8	71.5											
4 and 5 members	3.8	15.5	26.9	10.2	6.1	7.7	.9	43.0	50.7	5.2	73.4											
6 and over	5.8	12.9	16.4	7.8	3.2	8.3	.5	35.9	42.6	4.1	65.4											
Presence of children																						
No children	3.9	16.9	30.4	12.1	6.6	8.2	.5	42.4	45.5	6.6	74.8											
Under 6 years	4.4	10.4	20.4	8.0	5.0	7.1	.2	41.0	48.4	4.3	68.3											
6-12 years	4.0	12.8	22.6	7.8	3.3	7.8	.6	39.7	47.8	5.0	70.1											
13-20 years	4.9	15.8	24.3	9.9	5.3	7.2	.9	38.0	45.9	5.6	69.3											

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Continued

Table 16.--Dried fruit: Percentages of all families buying, by family characteristics and place of residence, October 1949-March 1950 -- Continued

Item	: Apples: Apricots:		: Dates:		: Figs:		: Mixed:		: Dried : Peaches:		: Pears :		: Prunes :		: Raisins:		: Currants:		: Dried		: All	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	
United States	4.1	14.9	25.9	10.2	5.4	7.6	0.6	40.9	46.7	5.8	71.9											
Family income																						
Upper	3.3	21.6	29.3	13.6	6.3	8.5	.2	46.4	48.2	7.6	77.7											
Upper middle	4.2	14.4	25.9	10.1	6.0	8.0	1.0	42.3	48.6	4.3	72.9											
Lower middle	5.2	12.8	27.1	9.7	4.8	7.3	.6	39.4	48.4	6.4	72.1											
Lower	3.9	10.9	21.3	7.5	4.5	6.7	.4	35.6	41.6	4.8	64.9											
Occupation of family head																						
Executive, professional	2.8	21.3	33.6	14.0	5.6	7.2	.7	47.6	50.1	8.2	80.1											
Clerical, sales, service	3.7	15.5	27.5	12.5	6.3	8.4	.4	44.4	46.5	4.4	73.4											
Craftsman, laborer	4.7	14.0	23.1	9.1	5.9	7.7	.6	39.0	45.0	4.9	69.2											
Farmer	5.4	10.1	19.1	5.2	3.1	7.3	.9	31.1	47.2	6.6	66.7											
Unclassified	2.8	13.8	31.3	10.6	4.7	6.6	.3	44.7	46.9	6.9	73.4											
Education of family head																						
Grammar school	4.9	13.6	22.9	8.6	5.1	7.6	.5	39.0	46.6	5.1	69.5											
Some high school	3.8	15.1	26.5	10.4	5.4	7.4	.6	40.3	44.8	5.8	71.6											
Some college	2.6	17.8	32.4	13.8	6.0	8.0	.7	46.7	50.1	7.4	78.4											
Age of housewife																						
Under 35 years	3.0	10.3	17.3	6.4	5.1	7.0	.4	35.2	43.4	3.2	65.8											
35-44 years	4.4	13.5	24.4	9.2	4.7	7.5	.5	41.3	47.8	4.7	71.8											
45 years and over	4.4	17.5	30.1	12.2	6.0	7.9	.6	42.8	47.3	7.4	74.2											

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Table 17.--Dried fruit: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950

Item	Apples		Apricots		Dates		Figs		Mixed		Peaches		Pears		Prunes		Raisins		Currants		Dried		All	
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States	2.0	2.0	2.2	2.0	2.0	2.0	2.0	1.7	2.0	1.6	2.7	2.7	1.2	5.3										
Geographic region																								
Northeast	2.2	2.1	2.3	2.5	2.5	2.5	2.5	1.9	2.0	1.9	3.0	2.9	1.5	6.0										
South	1.9	2.0	1.7	1.5	1.5	1.5	1.5	1.9	1.9	2.7	2.9	2.9	1.1	4.9										
North Central	1.6	1.9	2.2	1.6	1.6	1.6	1.6	1.6	1.4	1.0	2.5	2.5	1.2	5.0										
Mountain and Southwest	2.4	2.0	2.0	2.3	2.3	2.3	2.3	1.6	2.6	1.6	2.8	2.3	1.1	5.6										
Pacific	1.3	1.2	2.5	1.6	1.6	1.6	1.6	1.2	2.2	1.0	2.4	2.5	1.1	4.9										
Size of Community																								
Farm	2.1	1.5	1.9	1.6	1.6	1.6	1.6	1.6	2.2	1.2	2.3	2.9	1.1	4.7										
City (Population)																								
Under 10,000	2.0	1.8	2.0	1.9	1.9	1.9	1.9	1.5	1.7	1.0	2.6	2.5	1.2	4.8										
10,000-99,999	1.9	2.0	2.2	1.9	1.9	1.9	1.9	2.3	1.8	1.0	3.0	2.6	1.2	5.6										
100,000-499,999	1.9	2.3	2.1	1.9	1.9	1.9	1.9	2.0	2.4	1.7	2.6	2.9	1.1	6.1										
500,000 and over	2.0	2.1	2.5	2.3	2.3	2.3	2.3	1.6	1.9	1.8	2.9	2.6	1.3	5.8										
Size of family																								
1 and 2 members	2.0	1.8	2.3	2.1	2.1	2.1	2.1	1.4	2.0	1.0	2.9	2.5	1.3	5.1										
3 members	2.1	2.0	2.1	2.1	2.1	2.1	2.1	1.5	2.1	1.4	2.6	2.7	1.2	5.2										
4 and 5 members	1.9	1.9	2.2	1.9	1.9	1.9	1.9	2.0	1.9	1.8	2.7	2.6	1.2	5.5										
6 and over	2.0	2.3	2.1	2.0	2.0	2.0	2.0	1.7	2.0	1.0	2.5	3.2	1.4	5.3										
Presence of children																								
No children	2.3	1.9	2.3	2.2	2.2	2.2	2.2	1.5	2.1	2.0	3.0	2.6	1.2	5.6										
Under 6 years	1.6	2.1	2.1	1.8	1.8	1.8	1.8	2.2	1.7	1.5	2.4	2.6	1.2	5.0										
6-12 years	1.9	1.9	2.0	1.8	1.8	1.8	1.8	2.0	2.0	1.1	2.4	2.8	1.2	5.0										
13-20 years	2.0	2.1	2.1	1.9	1.9	1.9	1.9	2.1	2.0	1.3	2.6	2.9	1.2	5.4										
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Continued



Table 17.--Dried fruit: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 -- Continued

Item	: Apples: Apricots: Dates : Figs		: Mixed : Fruits		: Peaches: Pears : Prunes: Raisins: Currants: Dried		: Fruits : Fruits		: All	
	Number	Number	Number	Number	Number	Number	Number	Number		
United States	2.0	2.0	2.2	2.0	1.7	2.0	1.6	2.7	1.2	5.3
Family income										
Upper	2.1	2.1	2.4	2.0	1.7	1.6	1.0	2.6	2.6	1.2
Upper middle	1.9	1.8	2.3	2.3	1.3	1.8	1.3	2.6	2.7	1.4
Lower middle	1.9	2.0	2.1	1.9	2.2	2.2	1.3	2.8	2.6	1.2
Lower	2.2	1.8	1.9	1.9	1.8	2.4	2.8	2.9	2.8	1.2
Occupation of family head										
Executive, professional	2.2	2.1	2.4	2.0	1.7	1.8	1.0	2.7	2.7	1.2
Clerical, sales, service	2.1	2.0	2.3	2.1	1.5	2.1	3.7	2.9	2.5	1.4
Craftsman, laborer	1.8	2.1	2.1	2.1	1.7	1.9	1.4	2.8	2.7	1.2
Farmer	2.0	1.5	2.0	1.4	1.7	2.3	1.2	2.1	2.8	1.1
Unclassified	2.4	1.5	2.0	2.1	2.3	1.8	1.0	3.0	2.7	1.1
Education of family head										
Grammar school	2.1	1.9	2.1	2.0	1.8	1.8	1.1	2.8	2.7	1.2
Some high school	1.5	2.0	2.3	2.0	1.6	2.2	1.4	2.6	2.6	1.3
Some college	2.7	2.0	2.3	2.1	1.8	2.2	2.6	2.8	2.7	1.2
Age of housewife										
Under 35 years	1.2	1.6	2.3	1.7	1.5	1.8	1.0	2.2	2.4	1.3
35-44 years	1.8	1.9	2.0	1.8	2.2	1.9	1.5	2.5	2.7	1.2
45 years and over	2.3	2.1	2.2	2.2	1.6	2.1	1.8	3.0	2.7	1.2

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Table 18.--Dried fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950

Item	Apples:Apricots:		Dates :		Figs :		Mixed :		Peaches:Pears :		Prunes :		Raisins:Currents:		Dried Fruits :	
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
United States	1.6	1.8	2.1	1.8	1.9	1.9	1.9	2.0	4.0	3.6	1.0	6.5				
Geographic region																
Northeast	1.1	1.8	1.9	2.0	2.2	2.2	2.0	1.9	4.3	3.4	1.4	6.9				
South	1.4	1.9	1.1	1.3	2.5	2.5	1.9	--	3.9	3.9	.9	5.9				
North Central	1.4	1.7	1.9	1.3	1.6	1.3	1.3	1.7	3.7	3.3	.9	5.9				
Mountain and Southwest	2.2	2.0	1.9	2.6	2.4	2.4	2.4	1.5	3.9	3.5	.9	6.9				
Pacific	.6	1.2	4.3	2.1	1.4	1.4	2.2	3.3	4.3	4.6	1.0	8.2				
Size of Community																
Farm	1.8	1.6	1.9	1.5	1.7	1.7	2.4	1.5	3.6	4.7	1.0	6.6				
City (Population)																
Under 10,000	1.6	1.8	1.8	1.8	1.6	1.6	1.7	--	4.0	3.6	1.0	6.1				
10,000-99,999	1.3	1.8	2.1	1.4	2.4	2.4	1.8	1.0	4.4	3.2	1.0	6.7				
100,000-499,999	1.3	2.3	2.2	2.1	1.9	1.9	2.2	4.0	3.6	3.8	.9	7.2				
500,000 and over	1.2	1.7	2.5	1.9	2.0	2.0	1.7	1.7	4.1	2.9	1.2	6.6				
Size of family																
1 and 2 members	1.5	1.7	2.3	1.8	1.4	1.4	1.8	4.5	4.3	3.2	1.0	6.4				
3 members	1.6	1.9	2.0	1.9	1.6	1.6	2.1	1.3	3.6	3.4	.9	6.0				
4 and 5 members	1.6	1.6	2.0	1.5	2.4	2.4	1.9	1.9	4.0	3.5	1.1	6.6				
6 and over	1.5	2.1	2.5	2.6	2.9	2.9	2.0	1.5	3.8	5.6	1.2	7.7				
Presence of children																
No children	1.8	1.7	2.2	1.9	1.5	1.5	1.9	2.9	4.4	3.3	1.0	6.6				
Under 6 years	1.4	1.7	2.3	1.4	2.3	2.3	1.7	2.0	3.4	3.5	1.0	6.2				
6-12 years	1.6	1.7	2.1	1.8	2.8	2.1	2.1	1.2	3.6	4.1	1.0	6.6				
13-20 years	1.6	1.9	1.9	1.8	2.8	1.9	1.9	1.3	3.7	4.3	1.1	6.9				

Table 18.--Dried fruits: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 -- Continued

Item	: Apples: Apricots:		: Dates:		: Figs:		: Mixed:		: Peaches:		: Pears:		: Prunes:		: Raisins:		: Currants:		: Dried:		: All:	
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
United States	1.6	1.8	2.1	1.8	1.9	1.9	2.0	4.0	3.6	1.0	6.5											
Family income																						
Upper	1.7	1.9	2.3	2.0	2.0	1.6	1.6	3.9	3.4	1.0	6.7											
Upper middle	1.4	1.6	2.2	1.9	1.3	1.9	1.5	3.8	4.0	1.1	6.6											
Lower middle	1.5	1.9	2.1	1.5	2.2	2.1	2.5	4.1	3.3	1.1	6.4											
Lower	1.8	1.6	1.9	1.7	2.3	2.4	2.9	4.2	3.8	.9	6.4											
Occupation of family head																						
Executive, professional	1.8	1.7	2.3	1.9	2.0	1.7	.9	3.9	3.4	1.1	6.7											
Clerical, sales, service	1.9	1.6	1.9	1.7	1.6	2.0	3.9	4.1	3.0	1.1	6.3											
Craftsman, laborer	1.3	2.0	2.2	1.8	2.0	1.8	2.2	4.0	3.7	1.0	6.6											
Farmer	1.8	1.5	2.0	1.2	1.9	2.5	1.5	3.4	4.5	1.0	6.2											
Unclassified	1.4	1.5	2.0	2.0	2.7	1.7	1.0	4.7	3.6	.8	7.0											
Education of family head																						
Grammar school	1.6	1.8	2.1	1.7	2.0	1.7	2.0	4.1	3.9	1.0	6.7											
Some high school	1.3	1.8	2.0	1.8	1.9	2.2	1.4	3.7	3.4	1.0	6.1											
Some college	2.1	1.7	2.2	2.0	1.8	2.1	2.7	4.2	3.3	1.1	6.8											
Age of housewife																						
Under 35 years	.9	1.5	2.4	1.6	1.5	1.8	3.7	3.2	3.3	1.3	5.4											
35-44 years	1.6	1.6	1.9	1.6	2.9	1.9	1.4	3.6	3.6	1.0	6.2											
45 years and over	1.7	1.9	2.2	1.9	1.6	2.0	1.8	4.4	3.8	1.0	7.1											

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Table 19.--Dried fruit: Average prices paid by household consumers, by family characteristics and place of residence, October 1949-March 1950

Item	Apples:Apricots:		Dates :		Figs :		Mixed :		Pears :		Prunes :		Raisins:		Currants:		All :	
	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound
United States	35.5	48.9	34.2	37.9	32.3	32.6	38.2	22.9	18.9	24.5	25.5							
Geographic region																		
Northeast	36.9	50.7	33.6	38.0	30.9	33.7	34.9	22.1	19.2	24.9	25.6							
South	36.7	47.7	47.4	38.2	33.8	31.7	-	23.3	20.1	23.0	25.9							
North Central	30.6	49.8	36.4	39.6	34.7	35.4	20.2	24.1	19.0	24.8	26.2							
Mountain and Southwest	33.7	43.6	40.0	38.2	31.9	34.0	45.5	24.0	18.8	26.0	27.1							
Pacific	48.1	52.1	27.0	34.5	35.0	27.8	47.8	20.2	16.0	23.3	21.9							
Size of Community																		
Farm	35.4	44.9	35.8	32.1	35.3	31.5	25.6	23.1	18.7	24.4	23.7							
City (Population)																		
Under 10,000	35.1	49.7	37.8	39.2	35.3	33.8	-	23.3	19.1	24.4	25.7							
10,000-99,999	38.0	49.6	35.0	41.4	36.0	33.9	33.0	23.4	18.8	24.3	26.2							
100,000-499,999	34.4	46.6	36.5	39.6	32.8	32.3	51.8	23.8	19.6	23.6	27.8							
500,000 and over	38.8	50.7	30.4	37.0	29.7	31.9	35.2	22.0	18.4	24.9	25.4							
Size of family																		
1 and 2 members	36.2	48.5	33.2	41.5	36.6	32.9	48.1	23.0	19.3	24.1	26.0							
3 members	34.8	48.2	34.7	35.2	35.3	33.3	48.5	23.4	18.9	24.5	26.0							
4 and 5 members	34.3	49.3	35.5	37.1	30.4	31.6	33.0	22.5	18.6	24.3	25.1							
6 and over	38.3	49.9	31.8	35.4	28.0	33.8	25.3	22.8	18.8	26.5	24.4							
Presence of children																		
No children	34.9	48.3	33.9	38.7	36.1	32.6	41.1	23.0	19.1	24.3	26.3							
Under 6 years	36.8	50.9	33.6	38.4	31.0	33.3	27.3	22.5	18.8	23.5	24.6							
6-12 years	35.3	49.1	34.2	36.2	28.4	32.1	32.1	22.7	18.5	24.3	24.4							
13-20 years	35.8	49.0	35.6	36.2	27.9	32.7	36.4	23.0	18.8	25.4	25.3							
National Consumer Panel of Industrial Surveys Company.																		

Continued



Table 19.---Dried fruit: Average prices paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 -- Continued

Item	Apples:Apricots:		Dates :		Figs :		Mixed :		Pears :		Prunes :		Raisins:Currents:		Dried Fruits:		All	
	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound	Cents per pound
United States	35.5	48.9	34.2	37.9	32.3	32.6	38.2	22.9	18.9	24.5	25.5							
Family income																		
Upper	34.7	50.0	33.9	36.5	31.6	32.5	37.3	23.0	18.8	24.2	26.4							
Upper middle	35.4	47.8	35.2	38.5	35.1	32.2	32.2	23.2	18.5	25.6	25.2							
Lower middle	36.4	49.4	33.7	40.1	32.8	32.7	47.3	22.6	19.0	25.3	25.6							
Lower	35.3	47.1	34.0	37.3	30.5	33.2	33.6	22.7	19.1	22.7	24.7							
Occupation of family head																		
Executive, professional	33.7	49.7	34.3	37.9	32.4	31.9	37.1	23.7	18.7	24.5	26.7							
Clerical, sales, service	31.2	50.0	35.6	39.4	34.6	32.4	34.9	22.7	18.8	25.9	26.1							
Craftsman, laborer	39.6	49.0	33.0	38.1	30.0	33.3	46.6	22.7	19.1	23.8	25.5							
Farmer	34.5	46.0	35.5	32.9	35.6	32.1	25.6	22.9	18.6	24.3	23.8							
Unclassified	36.9	46.1	33.9	35.9	34.1	33.3	33.0	22.2	18.7	24.4	24.6							
Education of family head																		
Grammar school	36.9	48.9	34.4	38.4	31.5	33.3	41.0	22.8	19.0	24.1	25.1							
Some high school	33.9	48.9	34.1	35.8	32.0	32.2	38.2	22.8	18.5	25.2	25.6							
Some college	32.9	48.9	34.1	39.7	34.7	32.2	34.4	23.2	19.0	24.2	26.3							
Age of housewife																		
Under 35 years	38.5	48.8	34.5	38.9	33.7	32.4	43.3	22.6	18.9	23.7	24.9							
35-44 years	35.4	50.3	35.4	36.4	29.1	33.7	40.9	22.7	18.5	24.7	25.0							
45 years and over	35.1	48.4	33.6	38.2	34.4	32.2	34.5	23.0	19.0	24.6	25.9							

National Consumer Panel of Industrial Surveys Company.



Table 20.---Dried fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950

[illegible]

1/ These figures represent the average volume of purchases per 1,000 families, based upon all families including those which did not make any purchases during the 6-month period. Continued

Table 20.--Dried fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 1/ -- Continued

Item	: Apples: Apricots:		: Dates:		: Figs:		: Mixed:		: Peaches:		: Pears:		: Raisins:		: Currants:		: Dried:		: Fruits:	
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
United States	65	260	549	180	105	147	11	1,629	1,688	60	4,694									
Family income																				
Upper	55	401	659	266	126	132	1	1,823	1,650	78	5,191									
Upper middle	57	228	562	190	80	148	14	1,591	1,921	45	4,836									
Lower middle	76	238	581	144	108	150	16	1,604	1,599	71	4,587									
Lower	70	177	400	124	105	159	12	1,501	1,588	45	4,181									
Occupation of family head																				
Executive, professional	51	369	776	269	110	123	6	1,865	1,682	90	5,341									
Clerical, sales, service	70	255	529	208	99	172	14	1,816	1,413	48	4,624									
Craftsman, laborer	60	274	512	168	121	137	12	1,555	1,672	50	4,561									
Farmer	97	149	387	63	60	181	13	1,040	2,111	68	4,169									
Unclassified	41	207	626	209	125	114	3	2,081	1,711	58	5,175									
Education of family head																				
Grammar school	80	239	484	145	104	130	10	1,596	1,825	51	4,664									
Some high school	49	266	544	183	104	160	7	1,492	1,500	60	4,365									
Some college	53	304	725	268	110	169	19	1,956	1,676	81	5,361									
Age of housewife																				
Under 35 years	28	154	412	100	77	124	15	1,145	1,446	40	3,541									
35-44 years	69	222	458	145	136	140	8	1,501	1,697	48	4,424									
45 years and over	76	323	655	232	98	161	12	1,889	1,776	74	5,297									

1/ These figures represent the average volume of purchases per 1,000 families, based upon all families including those which did not make any purchases during the 6-month period.

